



**TOWN OF SIMSBURY, CONNECTICUT
Diversity, Equity and Inclusion (DEI) Council**

Request for Qualifications (RFQ)
DEI Data Collection and Analysis Project

SUBMISSION DEADLINE: October 14, 2022, 12:00 pm

SUBMISSION CONTACT AND ADDRESS:

Ms. Maria Capriola
Town Manager
Town of Simsbury
933 Hopmeadow Street
Simsbury, Connecticut 06070
(860) 658-3230
tmintern@simsbury-ct.gov

Submissions will be accepted in electronic format only.

1. Purpose

The Simsbury Diversity, Equity and Inclusion (DEI) Council (hereafter referred to as the “DEI Council”), an official committee of the Town of Simsbury, Connecticut (hereafter referred to as “the Town” or “Town”), is soliciting a statement of qualifications from qualified consultants (hereafter “Consultant”) to collect and analyze diversity, equity and inclusion data that will be used by the Town to assess current baselines, establish targets for improvement, and develop a repeatable process for tracking and improving progress.

After reviewing the RFQ submissions and interviewing selected Consultants, the Town will identify its preferred candidate and enter negotiations resulting in a final contract agreement.

The Town reserves the right to accept or reject, without prejudice, any or all submissions or to waive any irregularities therein, or to accept the submission deemed to be in the best interest of the Town.

Questions regarding this RFQ should be directed to Town Manager Maria Capriola at townmanager@simsbury-ct.gov. To receive consideration, all questions must be submitted by **4:30 pm on October 3, 2022**. A response to all relevant questions will be provided before the close of business on **October 7, 2022**, via an addendum that will be posted on the Town website at: www.simsbury-ct.gov.

2. Submission and Deadline

Statement of qualifications must be received by **12:00 pm on Friday, October 14, 2022**. Complete electronic statement of qualifications, clearly marked “DEI Data Collection and Analysis Project” shall be sent to tmintern@simsbury-ct.gov. Only electronic copies will be accepted. Hard copies will not be considered. No statement of qualifications will be accepted after the date and time specified.

3. Background

The Town of Simsbury was incorporated as Connecticut’s twenty-first town in May 1670. It has a land area of approximately 34.5 square miles and a population of approximately 24,407. Centrally located in the heart of the New York - Boston corridor, Simsbury is a suburban community. Simsbury is located 20 minutes northwest of Hartford and 20 minutes southwest of Bradley International Airport. Simsbury operates under a Town Manager-Board of Selectmen form of government with the Town Manager serving as the Chief Executive Officer responsible for overseeing the day-to-day operations of the Town.

The DEI Council is an official Town committee of volunteers appointed to represent the community at large and serve as champions for DEI in Simsbury. The DEI Council leads several town-wide initiatives to foster awareness and promote action to help Simsbury become more diverse, equitable and inclusive. It has four subcommittees: Events, Outreach, Housing, and Data.

4. Scope of Services

The selected Consultant will collect and analyze data through an inclusive process that involves key stakeholders, key informant interviews and community conversations. Consultant will contract with the Town to design and implement a comprehensive approach that results in the following deliverables:

- a) A comprehensive data collection plan that includes a broad set of indicators (e.g., perceptions, process measures, outcomes and impact) on diversity, equity and inclusion in Simsbury (including issues of race, income, age, ability, religion, sexual orientation, and discrimination), within the community overall and specifically within the following five focus areas: criminal justice; education; food security; health; and housing.
- b) A comprehensive baseline assessment of DEI in Simsbury overall (e.g., perceptions, demographics, composition of town staff and elected officials, policies, business climate, etc.), and across the five key focus areas noted above, using qualitative and quantitative data from primary and secondary sources.

- c) A collection of qualitative data engaging more personal narratives and stories that supplement collected data. We predict it will be important to dig into the nuances embedded in collected quantitative data to better connect our work to our community.
- d) A set of recommendations on 1-year, 5-year, and 10-year achievable DEI targets for Simsbury, including potential actions the town can take to improve DEI.
- e) A document detailing a repeatable process and estimated budget that the Town can implement after project conclusion to periodically update the indicators, track progress, and identify insights and opportunities for improvement.
- f) Submission of a final report that includes data collection, methodologies, results (including qualitative narratives collected, if any), and action steps as outlined above, by June 2023.
- g) Presentation to the Board of Selectmen and the DEI Council at the conclusion of the project.

5. Statement of Qualifications

The Town of Simsbury will not be liable for costs incurred in the preparation of the response to this RFQ or in connection with any presentation before the Town. Consultants shall submit the following as their statement of qualifications:

- **Letter of Transmittal** – A letter addressed to Maria Capriola, Town Manager, which includes a statement by the respondent accepting all terms and conditions contained in this RFQ. The letter should also include a brief discussion of the consultant’s background, experience, and ability to perform this contract in accordance with the Scope of Services. This should include the firm’s experience obtaining meaningful data on and from underrepresented populations. The letter must be signed by an authorized official. The letter must also provide the name, title, address, and telephone number of the person who may be contacted to clarify any information provided in the submission.
- **Project Understanding** – Statement regarding the consultant’s qualifications related to this project and detail on the consultant’s understanding of the requirements presented in this RFQ, including a proposed project timeline that is a realistic expectation of the firm’s capacity and ability to complete the work.
- **Service and Staffing Plan** – Description of project approach/methodology, anticipated schedule with project milestones, and resumes of key personnel assigned to the project.
- **References** – Provide a minimum of three (3) references for which work of a similar scope was conducted. Include the names, titles, addresses, and telephone numbers of individuals that the Town may contact.
- **Fee Proposal** – One cost proposal to include all elements of the work to be performed. Please include the name, title, address, and telephone number of the individual with the authority to negotiate and contractually bind the consultant. The Town reserves the right to negotiate the fees and payment schedules with the selected consultant.

6. Selection Criteria, Evaluation, and Award

The Town will evaluate submissions based on factors such as background and experience in providing similar services; the specific background, education, qualifications, and relevant experience of key personnel to be assigned to the project; references; technical understanding of the scope of services to be provided; proposed schedule for project completion; proposed fees; and, other relevant criteria. The Town will also consider consultants' commitment to modeling diversity, equity, and inclusion in the qualifications they bring to the project (e.g., relevant lived experience, diversity of perspectives), their hiring practices, and their approach to meaningfully engaging underrepresented populations and other key stakeholders.

The Town reserves the right to award the work to a consultant other than that with the lowest cost if it is in the best interests of the Town.

The Town reserves the right to reject any or all submissions or parts thereof for any reason and to waive any informalities or minor inconsistencies with this RFQ. The Town may invite the consultants with the most responsive submissions for an interview and detailed presentation before representatives from the Town. Following the interview process, the Town will award the contract to the consultant it determines best qualified to perform the required services.

7. Timeline

The anticipated RFQ schedule is as follows:

RFQ Issued	September 19, 2022
Questions Due	October 3, 2022
Response to Questions Posted	October 7, 2022
Statement of Qualifications Due	October 14, 2022
Interviews	November 14, 2022
Final Selection	November 15, 2022

The Town reserves the right to modify this timeline following receipt of RFQ responses.

8. Insurance and Indemnification

The selected consultant will be required to furnish certificates of insurance, including general liability, umbrella liability, automobile, and workers compensation with the following minimum limits:

<u>General Liability:</u>	\$1,000,000
<u>Umbrella Liability:</u>	\$5,000,000
<u>Auto Liability:</u>	\$1,000,000
<u>Professional Liability:</u>	\$1,000,000
<u>Worker's Compensation:</u>	Statutory
<u>Employer's Liability:</u>	\$1,000,000

Contractor coverage shall be primary and non-contributory. The Town of Simsbury shall be named as additional insured on the general liability, umbrella liability, and automobile liability policies. Each policy shall include a waiver of subrogation in favor of the Town. All policies shall be kept in force throughout the project, with an extended reporting period of 36 months after the agreement terminates.

To the fullest extent permitted by law, the consultant shall indemnify, defend and hold harmless the Town of Simsbury and its agents and employees from and against all claims, damages, losses, and expenses, including reasonable attorney's fees to the extent caused by the negligent acts, errors or omissions of the consultant, or those for whom the consultant is legally responsible in the performance of the work.