

**CITY OF PANAMA CITY BEACH  
Training & Development Consulting Services**

**DUE DATE: February 17, 2021**

**DUE TIME: 11:15 A.M.**



City of Panama City Beach  
17007 Panama City Beach Pkwy.  
Panama City Beach, Florida 32413  
(850) 233-5100

**CITY OF PANAMA CITY BEACH  
PANAMA CITY BEACH, FLORIDA  
REQUEST FOR PROPOSALS**

**Training & Development Consulting Services**

The City of Panama City Beach (the "City") hereby gives notice that it has issued a Request for Proposals from experienced and qualified persons or firms to provide training and development consulting services in support of the City's strategic initiatives surrounding training.

Sealed proposals will be received by the City Clerk at the City Hall located at 17007 Panama City Beach Parkway, Panama City Beach, FL 32413 until **11:15 A.M.** central time on **Wednesday, February 17, 2021**. Submittals will be publicly opened and receipt acknowledged immediately thereafter. The qualifications and other information should be submitted in strict compliance with the directives provided in the RFP Instructions. The City is under no obligation, either express or implied, to reimburse responding firms for any expenses associated with preparation and submittal of the Proposals in response to this request. It is the proposer's responsibility to ensure that proposals are received in the City Clerk's Office prior to the date and time specified above. Receipt of a proposal in any other City office does not satisfy this requirement.

Proposals shall be submitted in a sealed envelope or box, plainly marked with respondent's name, address, date, time of RFP deadline and stating "Proposal for Training & Development Consulting Services." Five (5) hard copies shall be submitted.

Inquiries regarding this RFP should be directed to Lori Philput, HR/Risk Management Director at 17007 Panama City Beach Pkwy., Panama City Beach, Florida 32413, (850) 233-5100.

Proposals may be either mailed or hand delivered to the City Clerk's Office, 17007 Panama City Beach Pkwy., Panama City Beach, FL 32413. Any proposals received after the above stated time will not be accepted.

The City reserves the right to accept or reject any and all Proposals in whole or in part, to waive informalities in the RFP documents, to obtain new Proposals, or to postpone the opening of Proposals, or if unable to negotiate a satisfactory contract to terminate all negotiations under the RFP and proceed by whatever appropriate means it may elect. Each Proposal shall be valid to the City for a period of sixty (60) days after opening.

The City of Panama City Beach is an Equal Opportunity/Affirmative Action Employer.

Post: February 1, 2021

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## GENERAL INFORMATION

### PART I

#### 1-1 **DEFINITIONS**

For the purposes of this Request for Proposals ("RFP"), Proposer shall mean Proposers, consultants, respondents, organizations, firms, or other persons submitting a response to this Request for Proposals.

#### 1-2 **INVITATION TO PROPOSE; PURPOSE**

The City of Panama City Beach, Panama City Beach, FL (the "City") solicits proposals from responsible Proposers to provide Supervisor Training and Development Consulting Services.

#### 1-3 **ISSUING OFFICE AND LOCATION OF PROPOSAL OPENING**

City Clerk's Office/City Hall  
City of Panama City Beach  
17007 Panama City Beach Pkwy.  
Panama City Beach, Florida 32413

#### 1-4 **CONTRACT AWARDS**

The City anticipates entering into a contract with the lowest fully responsive and responsible Proposer, provided however, that the City may award the contract to a Proposer other than the lowest Proposer should it find that the lowest Proposer does not offer the reliability, quality of service or product afforded by such other Proposer. The City reserves the right to award more than one contract if in its best interest.

The Proposer understands that this RFP does not constitute an agreement or a contract with the Proposer. An official contract or agreement is not binding until proposals are reviewed and accepted by the City Council and a written agreement or contract is approved by both the City and the successful Proposer.

The City reserves the right to accept or reject any and all Proposals in whole or in part, to waive informalities in the RFP documents, to obtain new Proposals, or to postpone the opening of Proposals, or if unable to negotiate a satisfactory contract to terminate all negotiations under the RFP and proceed by whatever appropriate means it may elect.

#### 1-5 **DEVELOPMENT COSTS**

Neither the City nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFP. Proposers should prepare their proposals simply and economically, providing a straightforward and concise description of the Proposer's ability to meet the requirements of the RFP.

## **1-6 INQUIRIES**

The City will not respond to oral inquiries. Proposers may submit written inquiries for interpretation of this RFP to:

Lori Philput, HR/Risk Management Director  
City of Panama City Beach  
17007 Panama City Beach Pkwy.  
Panama City Beach, Florida, 32413

The City will respond to written inquiries if received at least seven (7) working days prior to the date scheduled for receiving the proposals.

The City will record its responses to inquiries and any supplemental instructions in the form of a written addendum. If addenda are issued, the City will post the addenda to the website at least five (5) working days before the date fixed for receiving the proposals. This will be adhered to even if the opening date must be postponed in order to observe the time requirements.

## **1-7 TIMETABLES**

The City and the Proposers shall adhere to the following schedule in all actions concerning this RFP.

February 1, 2021	Request for Proposal noticed
February 9	All inquiries submitted in writing
February 17	Responses to RFP due (11:15 a.m. CST)
February 18-25	The Evaluation Committee will meet to evaluate the proposals and make a formal recommendation to the City Council.
March 11	City Council action on committee recommendation

## **1-8 DELAYS**

The City may delay scheduled due dates in its sole discretion. The City will notify Proposers of all changes in scheduled due dates by written addenda posted on the City's website.

## **1-9 PROPOSAL SUBMISSION AND WITHDRAWAL**

The City will receive proposals at the following address:

City Clerk's Office  
17007 Panama City Beach Pkwy  
Panama City Beach, Florida 32413

To facilitate processing, please mark the outside of the envelope as follows:

**"Training & Development Consulting Services"**. The envelope shall also include the Proposer's return address.

Proposers shall submit five (5) copies of the proposal in a sealed, opaque envelope marked as noted above. The Proposer may submit the proposal in person or by mail.

**THE CITY MUST RECEIVE ALL PROPOSALS BY 11:15 A.M. ON Wednesday, February 17, 2021.**

Due to the irregularity of mail service, the City cautions Proposers to assure actual delivery of proposals to the City prior to the deadline set for receiving proposals. Telephone confirmation of timely receipt of the proposal may be made by calling (850) 233-5100, ext. 2230 before proposal opening time. Proposals received after the established deadline will not be accepted. Any responses received after the deadline will be returned to the proposer unopened and marked "RECEIVED AFTER DEADLINE".

Proposers may withdraw their proposals by notifying the City in writing at any time prior to the opening. Proposers may withdraw their proposals in person or through an authorized representative. Proposers and authorized representatives must disclose their identity and provide a signed receipt for the proposal. Proposals, once opened, become the property of the City and will not be returned to the Proposers. Upon opening, proposals become "public records" and shall be subject to public disclosure in accordance with Chapter 119, Florida Statutes.

#### **1-10 IRREGULARITIES; REJECTION OF PROPOSALS**

Proposals not meeting stated minimum terms and qualifications may be rejected by the City as non-responsive or irregular. However, the City reserves the right to waive any irregularities, technicalities or informalities in any proposal. The City reserves the right to reject the Proposal of any Proposer in arrears or in default upon any debt or contract to the City of Panama City Beach or who have failed to perform faithfully any previous contract with the City or with other governmental jurisdictions. The City reserves the right to reject any or all proposals without cause.

### **1-11 ADDENDA**

If revisions become necessary, the City will provide written addenda at least five (5) days prior to the opening date. This will be adhered to even if the opening date must be postponed in order to observe the time requirements.

### **1-12 EQUAL OPPORTUNITY**

The City recognizes fair and open competition as a basic tenet of public procurement and encourages participation by minority and women business enterprises. The City requests minority and women business enterprises to submit evidence of such classification with their proposals.

### **1-13 ORAL PRESENTATION**

At their discretion, the City Council may require any Proposer to make an oral presentation of the proposal. These presentations provide an opportunity for the Proposer to clarify the proposal for the City. The City will schedule any such presentations.

### **1-14 INSURANCE**

The Proposer, if awarded a contract, shall maintain insurance coverage reflecting the minimum amounts and conditions required by the City.

## STATEMENT OF WORK

### PART II

#### **2-1 BACKGROUND INFORMATION RELATED TO THE WORK**

The scope of work for this project is centered around training for supervisors. Formal training has never been provided. We expect to provide training to 40-50 supervisors through this program.

The length of the desired training program for Supervisors should be 9-12 months, with the presentation of one subject matter course over two training sessions a month.

The desired completion target date is Q1 2022.

#### **2-2 SCOPE OF WORK and REQUIRED SERVICES**

The City is seeking on-site, not-for-credit, instructor-led supervisor development training. The training sought under this engagement shall be short courses (i.e. 4-6 hour sessions) with no more than two (2) scheduled instructor-led sessions per month per subject matter course. The curriculum can be standard/"off-the-shelf" from Proposer but must be customized to the City audience. The City will not accept proposals for virtual employee training services such as webinars or online seminar programs. If, in your professional opinion, your firm can enhance training opportunities with online, on-demand or archived materials related to live, instructor-led sessions, please propose additional services or programs available and the projected benefits they would afford the City.

- A. Intended Audiences/Training Programs. The City seeks two (2) types of training programs, at a minimum:
  - 1. Introduction to management/ basic supervisory skills (Target audience: first-line supervisors, new supervisors, or those interested in becoming supervisors)
  - 2. Manager, pre-executive leadership skills training (Target audience: mid/top level managers and/or those preparing for an executive position)

#### B. Training Delivery

Training services may encompass a variety of training formats and deliverables as described below.

- 1. Classroom– Offered in a short course instructor led training (ILT) format.
- 2. Blended learning – Combining face-to-face classroom methods with e-learning activities to form an integrated instructional approach.

#### C. Curriculum

- 1. Successful Proposer(s) shall tailor the course content to the appropriate audiences, as outlined above in Section 2A, which must contain professional development topics designed to enhance the skills and abilities of City employees.
- 2. Successful Proposer(s) must identify expected outcomes of each class, which will



enable the participant to utilize his/her learning in the workplace.

3. Successful Proposer(s) must have their own training content, provide trainers who are certified to train on 3rd party content, and/or be willing to create content based on the needs of the organization without charging fees for curriculum design.
4. Successful Proposer(s) should have the ability to customize training curricula to fit public sector vocabulary as well as provide customization based on feedback from employee evaluations and City Leadership.
5. On-Site courses, not requiring computer access, shall be performed for up to 25 City employees at a time.
6. Below are training topics illustrative of the kinds of courses that the City is seeking, including but not limited to:

Effective Communication; Employee Evaluations; Ethics; Customer Service; Employee Development & Coaching; Leadership Skills; Conflict Resolution; Employee Engagement; Difficult Conversations; Best Business Practices; Relevant Employment Laws; Leading Multi-Generational/Multi-Cultural Teams; and Harassment.

#### D. Class Scheduling Process

1. The specific content and scheduling of classes will be determined by the City on a six-month planning basis depending on demand and resources.
2. Successful Proposer(s) must be available to schedule employee development training classes, in coordination with the City, in two shifts, a morning and a late afternoon, at least three (3) months prior to schedule start date.

#### E. Locations

On-Site training will be conducted in the City Council Chambers at the following address:

City of Panama City Beach City Hall  
17007 Panama City Beach Pkwy  
Panama City Beach, FL 32413

Trainings may also be conducted at other City facilities located within Panama City Beach, FL as facility resources and audience demand.

#### F. Class Materials

Successful proposer(s) shall provide materials for courses. This includes preparing all participant materials (guides, handouts, exercises, books, job aides, etc.) which:

1. Provide key content related to the course topics that are current, relevant and geared towards working public sector professionals.
2. If applicable, include a Resource page where participants can obtain additional information on the topic (websites, books, professional associations, blogs, etc.).
3. Make certain that no copyright permissions are violated.
4. Make use of appropriate audio/visual equipment.

#### G. Trainers/Instructors

1. Trainers provided and assigned shall be high quality instructors on a consistent basis to deliver customized training as needed by the City.
2. All instructors shall maintain and update each training syllabus, introduce, and follow objectives for each class, complete training as described, and utilize training aids such as the projection system.
3. Trainers should have knowledge of and experience with audio/visual equipment and technology.
4. Instructor shall demonstrate active listening and facilitation skills, communicate effectively both orally and in writing, and speak effectively before large and small groups.
5. Trainers should perform the role of facilitator, and effectively utilize group dynamic skills and techniques.

#### H. Performance/Quality Standards

Proposer will immediately provide feedback surveys and attendance records to the Human Resources Manager. Proposer will also immediately provide any feedback regarding employee complaints to the Human Resources Manager.

#### I. Class Cancellation Policy

1. If enrollment is low (below the minimum ten (10) participant requirement), the City will notify Proposer of cancellation at least five (5) business days prior to the course date with no penalty.
2. For classes that are cancelled by the Proposer with less than 3 business days' notice, Proposer shall be charged a penalty of 50% of the cost of the session. Notice given after 4:00 p.m. on any business day or on a weekend will be considered given at 8:00 a.m. on the next business day. Penalties, if any, will be deducted from amounts owed to the Proposer.

#### J. Responsibilities of the Consultant will include but are not limited to the following:

1. Provision of clerical and technical support for the survey team
2. Provision of own work materials
3. Provision of all materials to be completed by employees or supervisors
4. All costs incurred to include:
  - A. Travel/hotel expenses
  - B. Phone charges
  - C. Duplication costs
  - D. Postage
  - E. Other costs pertinent to the completion of this program

# INSTRUCTIONS FOR PREPARING PROPOSALS

## PART III

### 3-1 RULES FOR PROPOSALS

The Proposal must name all persons or entities interested in the Proposal as principals. The Proposal must declare that it is made without collusion with any other person or entity submitting a Proposal pursuant to this RFP.

### 3-2 PROPOSAL FORMAT

Proposers shall prepare their Proposals using the following format:

- A. Letter of Transmittal: This letter will summarize in a brief and concise manner, the Proposer's understanding of the Scope of Work. The letter must name all of the persons authorized to make representations for the Proposer, including the titles, addresses, and telephone numbers of such persons. An official authorized to negotiate for the Proposer must sign the Letter of Transmittal.
- B. Organization Profile and Qualifications: This section of the Proposal must describe the Proposer, including the size, range of activities, etc. Each Proposer must be authorized to do business in the State of Florida and, if a corporation, must be incorporated under the laws of one of the States of the United States, proof of same must be provided. The Proposal must identify the primary individuals responsible for supervising the work. The Proposer shall provide the City with the resumes of the primary individuals. The Proposals must also include recent and pertinent references, contact name, telephone number and address.
- C. Scope of Work: This section of the Proposal should explain in detail the curriculum programs, timeline, approach, activities and work products to be provided by the Proposer.
- D. Compensation: Proposer should include a Proposal for the compensation to be paid for the required services. The cost estimate should be a lump sum amount for the work described in the Scope of Work, including travel expenses. Proposer should also include a rate schedule for computing any extra work not specified in the contracted scope of work.
- E. Experience. The Proposer must emphasize its expertise in, and experience in providing training programs of the nature described in Section 2.C.6 to local government audiences. The Proposer may submit a schedule of courses taught over the last 5 years to describe this experience, indicating the course matter, Proposer's staff member who taught the course, the course audience, and date the course was taught.

- F. Additional Data: Any additional information which the Proposer considers pertinent for consideration should be included in a separate section of the Proposal.

# EVALUATION OF PROPOSALS

## PART IV

### 4-1 EVALUATION METHOD AND CRITERIA

The responses will be evaluated using two sets of criteria. Firms meeting the mandatory criteria will have their proposals evaluated for responsiveness. Responsive firms will then be scored on technical qualifications and cost.

Mandatory Elements:

- a. The firm is licensed to do business in Florida.
- b. The firm has no conflict of interest with regard to any other work performed by the firm for the City of Panama City Beach.
- c. The firm adheres to the instructions in this request for Proposal on preparing and submitting the Proposal.
- d. Ability to provide the Required Services in a timely fashion.

Technical Quality (Represents 80% of score):

- a. Experience (30 points)
- b. Quality and relevance of the proposed program, delivery methodology and proposed timeline (30 points)
- c. Credentials of the Proposer and key staff (10 points)
- d. References and recommendations from past clients (10 points)

Cost of Services (Represents 20% of score. Maximum of 20 possible points).

The Proposer submitting the lowest total estimated cost will receive the maximum points for the cost element of the evaluation. The other Proposers' scores will be based on a relative percentage of the dollar amount higher than the lowest price. The Price points will be determined in accordance with the following formula:

Lowest Price - A

Proposer's Price - B

Total Possible Points for Price - C

Points Earned by Proposer - D

$\frac{A}{B} \times C = D$

B