



City of Long Beach  
Purchasing Division  
333 W Ocean Blvd/7<sup>th</sup> Floor  
Long Beach CA 90802

# City of Long Beach

## Request For Information Number CM16-099

### For Sparking a Culture of Tech Innovation

Release Date:	01/26/2016
Questions Due to the City:	02/22/2016
RFI Due Date:	02/25/2016

For additional information, please contact:

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or

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## See Section 4 for submittal instructions.

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ Federal Tax ID No. \_\_\_\_\_

E-mail: \_\_\_\_\_

I have read, understand, and agree to all terms and conditions herein. Date \_\_\_\_\_

Signed \_\_\_\_\_

Print Name & Title \_\_\_\_\_



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## **1. OVERVIEW OF PROJECT**

Long Beach seeks to position itself as Southern California's innovation engine - a city that welcomes, supports, and ultimately exports advancements in technology. To realize this goal, Long Beach is seeking to foster a culture of innovation and develop a strong ecosystem that supports innovators, entrepreneurs, research and development.

The City is seeking creative, proven strategies to bring together people from all industries and walks of life to find inspiration, nourish their ideas, connect with investors, and reach their full potential. The City has partnered with Citymart, a New York-based firm, to research the global marketplace to find innovative solutions including services, technologies, and commodities that will allow the City to develop this culture. This Request for Information (RFI) is part of this research.

The responses to this RFI will inform a Request for Proposals (RFP) that will be issued at the conclusion of the research phase. The RFP is slated for release in early 2016 and will be open to submissions for 4 weeks. The RFP may result in the procurement of goods and services. The City intends to select and award the winning solution(s) procured through the upcoming RFP in the spring of 2016.

The City recognizes the effort required to respond to this request and values your participation. The City understands that it is difficult to provide estimates for a project of this nature and is looking for rough assessments.

The deadline for submission is February 25th, 2016 at 11 a.m. Pacific Time.



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## 2. **ACRONYMS/DEFINITIONS**

For purposes of this RFI, the following acronyms/definitions will be used:

<b>Challenge Statement</b>	Overview of the problem and the desired outcomes.
<b>City</b>	The City of Long Beach and any department or agency identified herein.
<b>Department / Division</b>	City of Long Beach, Technology & Innovation Department, Business Information Technology Division, and Financial Management Department.
<b>May</b>	Indicates something that is not mandatory but permissible.
<b>RFI</b>	Request for Information.
<b>RFP</b>	Request for Proposals.
<b>RFQ</b>	Request for Qualifications.
<b>Shall / Must</b>	Indicates a mandatory requirement. Failure to meet a mandatory requirement may result in the rejection of a proposal as non-responsive.
<b>Should</b>	Indicates something that is recommended but not mandatory. If the Proposer fails to provide recommended information, the City may, at its sole option, ask the Proposer to provide the information or evaluate the proposal without the information.
<b>Proposer</b>	Organization/individual submitting a response to this RFI.



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### 3. **SCOPE OF PROJECT**

To help City staff better understand the types of goods and services that would enable the City to develop a culture of innovation more effectively, this brief Request for Information (RFI) has been issued to request basic knowledge from organizations that provide such solutions.

A vendor's response to this RFI neither enhances nor detracts from the vendor's likelihood of a future contract with the City of Long Beach as a result of the future Sparking a Culture of Innovation RFP. The RFI is intended to allow the City to better understand the marketplace.

Please review the "challenge statement" in **Appendix A**. The challenge statement is a brief summary of the opportunity in the City and the types of solutions we believe may assist the City in addressing the challenge.

Please read the challenge statement before responding to the following questions:

**Question 1a:** Does your firm have a solution(s) that could address some or all of the points outlined in the challenge statement?

☐ Yes ☐ No

**Question 1b:** If your answer to question 1a is yes, please describe your solution(s) and how it would address some or all of the points outlined in the challenge statement. Please keep your response concise; consider 500 words or less.



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**Question 2a:** Has your solution ever been implemented before?

☐ Yes ☐ No

**Question 2b:** If your answer to question 2a is yes, please list where your solution has been implemented and what the results of each deployment have been. Please keep your response concise; consider 500 words or less.

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**Question 3a:** Is your solution financially sustainable in the long term?

☐ Yes ☐ No

**Question 3b:** If your answer to question 3a is yes, please explain how your solution generates revenue. If your answer to question 3a is no, please estimate your funding needs. Please keep your response concise; consider 500 words or less.

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**Question 4a:** Does your solution require in-kind City resources (e.g. staff time, facilities, technology, etc.)?

☐ Yes ☐ No

**Question 4b:** If your answer to question 4a is yes, please specify what you would need the City to provide. Please keep your response concise; consider 300 words or less.

**Question 5:** How would you describe your business (e.g. startup, small business, not-for-profit, large corporation)? Please describe your organization (e.g. number of employees, business model, annual revenue, etc.). Please keep your response concise; consider 300 words or less.

**Question 6:** What additional information should be included the “Sparking a Culture of



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Tech Innovation” challenge statement?

**Question 7a:** Would you need to partner with other organizations or firms to deliver your solution to Long Beach?

☐ Yes ☐ No

**Question 7b:** If the answer to 7a is yes, do you need support identifying potential partner organizations?





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## 4. SUBMITTAL INSTRUCTIONS

### 4.1 Submittal Overview

The expectation is that responses to this RFI will provide the City with industry insight, experience, and understanding of industry standards about potential features and capabilities available in the market and assist in framing the context of a future RFQ/P.

**For questions regarding this RFI**, submit all inquiries via email to (1) Natalia Gozdur at [ng@citymart.com](mailto:ng@citymart.com) and (2) carbon copy (cc) Eric Romero at [Eric.Romero@Longbeach.gov](mailto:Eric.Romero@Longbeach.gov). Questions should be submitted by Wednesday, February 22, 2016 at 8:00 a.m. Pacific Time, in order to receive a response before the RFI submission due date. All proposers are recommended to visit the City of Long Beach's Planet Bids portal on a regular basis as the responses to all inquiries will be posted here. The portal can be found at <https://www.planetbids.com/portal/portal.cfm?CompanyID=15810#>.

All **final responses to the RFI** must be submitted electronically as a PDF document. Submitters are requested to respond to the questions outlined in the scope of project. Scanned documents are acceptable.

### 4.2 RFI Timeline (All Times Indicated are Pacific Time)

<b><i>TASK</i></b>	<b><i>DATE/TIME</i></b>
Final Deadline for Questions or other inquires	February 22, 2016 by 8:00 a.m.
Deadline for submittals	February 25, 2016 by 11:00 a.m.

***NOTE: This represents a tentative schedule of events. The City reserves the right to modify this date at any time, with appropriate notice to prospective Proposers.***

### 4.3 Respondents shall submit one (1) PDF document via Planet Bids.

Documents must follow the given naming convention:  
"TechInnovation\_CompanyName\_Month-Day-Year"

### 4.4 Submittals must be received by **11:00 a.m.** Pacific Standard Time, **Thursday February 25, 2016**. The City reserves the right to view or reject late submissions. Respondents may make their submittal any time prior to the above stated deadline.



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- 4.5 The submittal should be presented in a format that corresponds to and references sections outlined in the Scope of Project and should be presented in the same order. Responses to each section and subsection should be labeled so as to indicate which item is being addressed.

## **5. AWARD OF CONTRACT**

- 5.1 The City will not award a contract directly from this RFI. The purpose of this RFI is only to obtain information regarding the availability of services and features in an anticipated future RFP.
- 5.2 This is a Request for Information only. This RFI is issued solely for information and planning purposes and it does not constitute a Request for Proposal (RFP) or a promise to issue a solicitation in the future. This RFI does not commit the City to any contract whatsoever. The City is not at this time seeking proposals and will not accept unsolicited proposals.
- 5.3 Respondents are advised that all costs associated with responding to this RFI are solely at their expense.
- 5.4 There will be no evaluation, ranking, or selection of respondents as a result of this RFI. It will not be used to pre-qualify or screen respondents for a subsequent selection process, if any.
- 5.5 If subsequent selection opportunities are issued, the City is under no obligation to advise any respondent to this RFI, although it is the City's intent to notify all qualified respondents of any such plans via the City's electronic bid notification system.
- 5.6 All submissions become the property of the City and will not be returned.



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## **Appendix A**

### **Request For Information CM16-099**

#### **Challenge Statement**

##### **Sparking a Culture of Tech Innovation**

How can the City of Long Beach catalyze a local ecosystem that supports the technology and innovation economy?

Technology and innovation play a significant role in the new economy, across the globe, and here in Southern California. Long Beach, however, has not seen its fair share of investment. In 2012, Long Beach only took in 0.4% of regional venture capital investment, compared to 22.3% in Anaheim and 19.8% in the City of Los Angeles. Long Beach is looking for new ways to amplify economic activity and attract new investment in this field. Establishing a strong tech presence in the city will boost the local tax base, enhance the job market for Long Beach residents, and attract new talent to the city.

Technology based innovation is happening in pockets throughout Long Beach. However, the different industries and communities leading the charge are not connected to one another. Evidence shows that without connection, this economic cluster will not grow and reach its full potential. To bridge this gap, the City of Long Beach is prepared to make capital and programmatic investments to connect, enhance, and strengthen a robust innovation ecosystem.

Long Beach seeks to position itself as Southern California's innovation engine - a city that welcomes, supports, and ultimately exports advancements in technology. To realize this goal, Long Beach is seeking to foster a culture of innovation and develop a strong ecosystem that supports innovators, entrepreneurs, research and development. The City is seeking creative, proven strategies to bring together people from all industries and walks of life to find inspiration, nourish their ideas, connect with investors, and reach their full potential.

In advance of making these investments, the City will develop a strategy that details how Long Beach can catalyze a local ecosystem that supports the technology and innovation economy. The strategy will include programming that transforms the entire city into a hub of innovation. The strategy and resulting program and activities will be the glue that brings the innovators of Long Beach together to connect, exchange and inspire each other. When mature, the ecosystem will result in the creation of new business ventures, job opportunities, and investment.

The strategy should also include a physical home for the innovation hub. This will be a place for gathering, activities, learning, sharing, and send a signal to the broader community and region that Long Beach is serious about economic development through technology and innovation.



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In recent years, a variety of actors in Long Beach have made strategic investments to spur innovation in the city including the development of the We Labs co-working community, the Innovation SoCal conference, and the maker space studio in the Long Beach Library. The innovation hub should complement and build on the initiatives underway, solidifying Long Beach's culture of innovation.

The City seeks to find a solution that:

- Outlines a strategy for how to catalyze a local ecosystem that supports the technology and innovation economy, including how the physical space should be outfitted to serve as the headquarters for the execution of the strategy.
- Focuses on programming and services that would attract technologists and innovators from different industry sectors and demographic groups.
- Details the capital needs of the space, from layout of furniture to needed technology and equipment.
- Communicates to the world Long Beach's commitment to technology and innovation.
- Compliments and builds on strategic investments made by a variety of actors in Long Beach that have made investments to spur innovation in the city, such as co-working spaces, maker spaces, and programming focused on entrepreneurship.

In the long run, the new solution should lead to measurable increases in:

- Patents applied for by Long Beach firms/residents
- New and young firms in the City of Long Beach
- Growth of industries and occupations based in or related to technology
- Venture capital investment in Long Beach



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### **Request For Information CM16-099**

#### **Profile: The City of Long Beach, California**

The City of Long Beach, California covers approximately 52 square miles on the southern coast of Los Angeles County. Long Beach has a population of 462,257, making the City the second largest city in Los Angeles County and the seventh largest city in the State. Long Beach is home to many valuable assets including the second busiest sea port in the nation; notable tourist attractions such as The Aquarium of the Pacific and the Queen Mary; remarkable education institutions such as California State University Long Beach, Long Beach City College, and Long Beach Unified School District. The City boasts seven miles of coast line as well as 164 parks.

The City celebrates its vibrant diversity. According to the 2010 U.S. Census, the City has the following ethnic breakdown: 40.8 percent Hispanic, 29.4 percent White, 13.0 percent Black, 12.6 percent Asian, and 4.2 percent all other ethnicities.

Long Beach is a community of both large and small businesses. There are an estimated 14,300 businesses in Long Beach. The latest data from the California Employment Development Department reports that in 2014, there were approximately 146,580 payroll jobs in the City of Long Beach. There are a limited number of large employers in the City, the largest of those include each of the educational institutions, medical institutions, and the City of Long Beach government. The remainder of the businesses are small with few or no employees.