



City of Emeryville

REQUEST FOR PROPOSALS

FOR

REVENUE MEASURE FEASIBILITY

ANALYSIS & PUBLIC OPINION SURVEY

Deadline for Submission:
January 23, 2026, by 5:00 PM PST

Staff Contact:
Sharon Friedrichsen
Finance Director
510.596.4352
sharon.friedrichsen@emeryville.org

1. Introduction

The City of Emeryville ("City") is seeking proposals from qualified firms to provide revenue measure feasibility analysis and public opinion survey services. The timing of the project coincides with the City Council considering the feasibility of a measure or measures prior to dates calling for elections on November 3, 2026.

2. Background

The City of Emeryville, California, is located on the east shore of the San Francisco Bay in Alameda County, bordered by the City of Berkeley to its north and the City of Oakland to the east and south, in the center of the San Francisco Bay Area. Emeryville covers 1.2 square miles, has a residential population of 13,314, and a working daytime population of about 40,000.

City staff develop a Five-Year forecast during the preparation of the City's biannual budget. The recent forecast projects a General Fund budget deficit of \$9.7 Million in the 2025-26 fiscal year growing to \$14.6 Million in the 2029-30 fiscal year without the passage of revenue measures by the voters or reductions in City programs and services.

To help address the deficit, the Emeryville City Council held a study session on November 4, 2025, on revenue measures. The [Staff Report](#) provides a summary of revenue options under consideration to address the General Fund projected deficit, which included a [Business License Study Presentation](#) and a [Special Tax Analysis Report](#) on parcel tax options.

As part of the City [Council study session](#), Council provided preliminary direction for staff to assess the feasibility of voter support for two possible revenue measures including:

1. **Business License Tax:** Update and modernize the City of Emeryville Business License Tax Ordinance with a variable gross receipts rate model whereby businesses pay differing rates based on the type of business. This revenue measure requires simple majority approval by the electorate and is estimated to generate an additional \$6.7 Million per year in General Fund revenues if adopted by the voters.
2. **Parcel Tax:** Assessing a new tax on all parcels in the City of Emeryville using a Tax Rate by Land Use formula whereby residential parcels are assessed \$100 per unit annually and non-residential parcels are assessed at a rate of \$0.37 per building square foot. This revenue measure requires 2/3 approval by the electorate and is estimated to generate an additional \$5.0 Million per year in General Fund revenues if adopted by the voters.

3. Scope of Work

The City seeks to retain a qualified firm(s) to conduct revenue measure feasibility surveys to help the City understand if it is feasibility to move forward with the two revenue measures listed above and, if so, how to best structure rates and methods. In addition to surveying, the City seeks assistance in developing public communication and outreach strategies to help educate businesses, property owners and residents on the proposed measures, and, should the City Council move forward in deciding to place a measure(s) on the ballot, to assist the City in developing information-only communications.

The City will consider proposals that either provide Public Opinion Surveys and Public Outreach services as a package or provide these services separately.

Subject to further discussion with the selected firm(s), the City anticipates that the scope of work on this assignment may include some or all of the following services:

A. Feasibility/ Public Opinion Surveys

1. Create and Conduct Survey

In consultation with City staff, develop a questionnaire and undertake a statistically valid survey of registered voters to determine community support for the two potential revenue measures.

2. Meetings and Updates

The consultant will meet with the City Manager and Finance Director during the survey period to discuss any potential issues, concerns, preliminary findings, and recommendations. The consultant may request any additional information or direct need to complete the project on time and within budget.

3. Provide Statistical Data and Survey Results

Provide statistical data from which conclusions can be drawn and recommendations made relative to the number of respondents and the effect on the margin of error. The sample size should yield a 95% confidence level and a +/-5% accuracy level.

4. Report on Polling Results

Prepare a draft report of the survey results for the City Council. The consultant shall be available to present the polling data to the City Council.

5. Drafting Ballot Measure Materials

Provide assistance to City staff to finalizing ballot measure(s) language and other documents necessary to place a measure(s) on the November 3, 2026, ballot.

6. Project Calendar

Provide a calendar outlining the steps in the process proposed by the selected firm.

7. Project Cost

Define the project cost including a breakdown of the costs by major project task.

B. Public Outreach Services

1. Recommendations on Proposed Revenue Ballot Measure(s) & Public Outreach

Provide guidance and recommendations on proposed ballot measure(s) language and content. Give advice on additional recommended steps in the public outreach process.

2. Educational Materials

Develop appropriate information and education materials such as brochures, mailers, and web content; provide advice as to the strategic use of different distribution, media outreach, and technology/social media platforms. All of these materials shall become the property of the City of Emeryville.

3. Work with City Staff and Resources

Coordinate with City staff and other consultants as applicable on public outreach tasks. This shall include timely updates on outreach efforts, adjusting the outreach approach, and ensuring message continuity.

4. City Council Meetings

In person or virtual attendance at City Council meetings to present on public opinion survey results, proposed public outreach and the results thereof.

5. Compliance with Laws and Use of City Resources and Funds

Conduct work in compliance with all applicable laws. Clearly advise City staff on the legal and permissible use of City resources in consultation with the City Attorney.

6. Project Calendar

Provide a calendar outlining the steps in the process proposed by the selected firm.

7. Project Cost

Define the project costs including a breakdown of the costs by major project task.

4. Proposal Requirements

A. Transmittal Letter

The Proposal must include a Transmittal Letter signed by a person within the firm who is authorized to bind the firm and include the proposer's agency/firm name, address, contact information and date.

B. Executive Summary and Understanding of Required Services

An overview of the proposal (including the firm's relevant experience), a summary of the Proposer's understanding about the requested scope of services, and its approach to providing those services.

C. Scope of Work, including Project Timeline and Deliverables

1. Describe the specific scope of work to be performed, including anticipated timeframes for completion.
2. The Proposal must include a project timeline of key milestones for the work to be performed and the completed. The proposal should also include information on when preliminary draft results would be available for review by the City Staff prior to completion of the full report.

D. Description of Proposer

1. Provide a brief description of your firm's background, size, office locations and history as it may be relevant to the services required. If your offices are in more than one city, indicate which office will provide the services.
2. Describe the firm's experience with revenue measure feasibility and public opinion surveying and/or public outreach services for other public agencies and authorities, with an emphasis on California local government agencies, including any related projects, and studies.

E. Proposer's Team

1. List all the professional staff you intend to assign to the engagement and the area(s) of specialization for each person. Describe the role of each person who will be assigned to the engagement.
2. Identify the Lead Consultant who will be the primary contact in providing services to the City, and who will be listed as a "key person" in any Agreement with the City.
3. In an appendix, include professional biographies for all professionals who will be assigned to provide services in your proposal.

F. Potential Conflict of interest

Advise the City of any potential conflict known by your firm and discuss how, if selected, your firm would address any concerns raised by such a potential conflict.

G. Project Cost, Fees, and Charges

1. The Proposal must include a project total cost expressed as a not to exceed amount of charges to the City.
2. The Proposal also must state an hourly fee structure for the services contemplated and pricing for each of the major tasks outlined under the "Anticipated Scope of Work" section of this RFP.
3. Provide the hourly rates to be billed for work performed and describe how customary reimbursable expenses will be charged, including attendance at meetings in the City, including in-person meetings with the City Council.

H. References

Provide at least three (3) client references for whom your firm has performed similar work to the services requested in this RFP during the past five years. For each client, please provide the name, street address, telephone number, and email address.

I. Completed Reports

Provide two (2) completed reports that your firm has previously developed for cities, counties or local government agencies that are comparable to the project outlined in this RFP.

5. Submittals

Proposals can be submitted to Sharon Friedrichsen, Finance Director at the City of Emeryville by email at sharon.friedrichsen@emeryville.org by 5:00 P.M. PST on January 23, 2026.

6. General Terms and Conditions

A. Errors and Omissions

Consultants are responsible for reviewing all portions of this Request. Consultants are to promptly notify the City, in writing, if the firm discovers any ambiguity, discrepancy, omission or other error in this request. Any such notification should be directed to the City staff contact person listed on the cover page promptly after discovery, but in no event, later than five (5) working days prior to the date for receipt of submittals.

B. Additional Questions

Any questions regarding this request must be submitted in writing to the City staff contact person listed on the cover page by the deadline for questions specified herein. The City may share the question(s) and its response(s) with all known consultants who are considering a response to this request.

C. Addendum

The City may revise this request prior to the submittal deadline. The City will communicate modifications to this request by issuing an addendum. The City may extend the submittal deadline in its sole discretion.

D. Additional Information

In the City's sole discretion, it may contact any, all or no consultant to seek additional information about a submittal. Such additional information may include requesting that the consultant meet with the selection committee, financial information, clarification on the submittal, etc.

E. No Contract

This request and the selection process shall in no way be deemed to create a binding contract, agreement or offer of any kind between the City and submitting consultant. If the City selects a consultant(s) pursuant to this request, any legal rights and obligations between the successful firms, if any, and the City will come into existence only when a written contract is fully executed by the parties, and the legal rights and obligations of each party shall at that time be only those rights and obligations which are set forth in the contract and any other documents specifically referred to in that contract.

F. No Costs to City

Each consultant submitting a response to this request agrees that it shall bear all costs and expenses associated with the preparation of the submittal, and the City shall not be responsible for any costs or expenses incurred by the consultant, under any circumstances.

G. Public Records

All submittals become the property of the City, regardless of whether the City enters into a contract with the consultant, and no submittals will be returned to a consultant. In accordance with California law relating to access to public records, the City may be required to publicly disclose all submitted information and materials to third parties requesting such information. At the City's sole discretion, it may delay disclosure of submittals until negotiations with the selected consultant(s) has concluded, if such disclosure would compromise the City's negotiating position. If the submitting consultant claims that any submitted information constitutes a trade secret or is proprietary, the bidder shall identify the trade secret or proprietary information in the submittal. Pricing is not considered a trade secret or proprietary information.

H. Award

This request does not commit the City to award a contract. The City reserves the right to accept or reject any or all submittals, to negotiate a different proposal, to split the award, to waive irregularities, and technicalities, to alter the selection process in any way, to postpone the selection process for its own convenience at any time for any reason, to waive any defects or irregularities in any submittal, to issue a new Request at any time, or to hire any consultant it deems appropriate in its sole and absolute discretion within or outside of the evaluation process.

I. Protest

Should any proposer question or protest the determination made by the awarding entity (City Manager or City Council), such question or protest must be furnished in writing to the City Clerk within three (3) calendar days after the City notifies all proposers of its intent to select a consultant(s). Such question or protest must fully explain its basis, supported by all relevant evidence, and citations to laws and regulations. The writing must be signed by an authorized representative stating specific reason(s) for the objection or protest. Questions or protests that do not comply with this section will be rejected without further action.

J. Federal, State and Local Laws

Any consultant executing a contract with the City will be required to comply with all applicable federal, state and local laws, including without limitation state Prevailing Wage Law (Cal. Labor Code, § 1720, et seq.) and the City of Emeryville's Minimum Wage, Paid Sick Leave, and Other Employment Standards (Emeryville Municipal Code Chapter 37) and Living Wage Ordinance (Emeryville Municipal Code Chapter 31), as applicable.

K. City Contract

A sample of the standard City professional services contract is attached as Attachment 1 for reference. By submitting a response to this request, the consultant represents that it is willing and able to execute the City's standard professional services contract, including but not limited to, the applicable insurance requirements.

7. Attachments

City of Emeryville Professional Services Contract
Exhibit B: Insurance Requirements