

Date: February 24, 2022

To: Thomas B. Modica, City Manager 

From: Kevin Riper, Director of Financial Management 

Lea Eriksen, Director of Technology & Innovation 

For: Mayor and Members of City Council

Subject: **Pitch Long Beach!**

Pitch Long Beach! is a new program created by the Financial Management (FM) and Technology and Innovation (TI) Departments to make it easier for companies to submit unsolicited pitches for services or products to the City of Long Beach (City) to help solve civic challenges. This innovative program formalizes the submission process to make it easier and more transparent for vendors to submit creative ideas and technology solutions. The program is part of the City's Smart City Initiative, which advances solutions to civic challenges by engaging the community, staff and private sector to explore and implement emerging technology.

The Pitch Long Beach! program provides a streamlined process for:

- Gathering unsolicited vendor pitches to provide services to the City
- Evaluating these ideas with transparent criteria based on City interest and capacity at the time of the pitch
- Engaging in an open and competitive procurement process by scanning the market to identify other feasible solutions to the original pitch and selecting a vendor to carry out implementation
- Implementing solutions to legitimate City needs based on the original pitches

Pitch Long Beach! was created through extensive research, consultation and workshopping with both internal and external stakeholders. City staff researched best practices in other jurisdictions to leverage innovative ideas. Several City Departments facilitated internal workshops with City staff to determine how the process might work. City staff researched best practices in other jurisdictions and led an internal review process with management staff in FM, TI, and the City Attorney and City Manager's Offices. The project team facilitated two internal workshops in June 2021 and October 2021 with City staff from the Police, Airport, Economic Development, Health and Human Services, Library Services, and Public Works Departments. In addition, the project team presented Pitch Long Beach! to the Technology and Innovation Commission and the vendor community for their input.

In addition, a vendor survey conducted in October 2021 demonstrated that only half of past and current City contractors agreed that they could propose innovative solutions to challenges the City faces, suggesting there could be a strong interest for this type of program from other vendors across industries.

Program Details

The Pitch Long Beach! program overview is attached to this memo. This document provides a detailed description of the submittal process, FAQs for vendors, and other relevant program information. The Pitch Long Beach! website can be [accessed here](#).

Pitch Long Beach! provides a citywide standardized process for gathering unsolicited vendor pitches, evaluating these ideas with transparent criteria, and implementing those that offer promising solutions to legitimate City needs. Recognizing that City staff capacity is limited, Pitch Long Beach! presents a clear process for prioritizing innovative opportunities, identifying potential partners, and implementing exploratory projects that, if successful, can be scaled into longer-term engagements. It also enables the City to better understand the benefits and costs of a specific industry before committing to a full-scale contract. Pitch Long Beach! is open to both technological and non-technological solutions.

Vendors may submit a pitch at any time electronically by completing the [Pitch Long Beach! Idea Form](#). Pitches will go through the following process, which is aligned with the City's open and competitive procurement principles and ensures that selected pitches meet citywide and Departmental priorities.

- 1) *Initial Screen*: Ideas submitted through the Idea Form will first be screened for completeness and alignment with Long Beach Smart City Initiative [guiding principles](#). Pitches with incomplete submissions will not move forward.
- 2) *Department Review*: Pitches with complete submissions will be routed to one or more Departmental subject matter experts for their review. Pitches will also be made available to all Departmental Financial Services Officers (FSOs) on an ongoing basis to encourage interdepartmental collaboration.
- 3) *Committee Evaluation*: If the Department has both interest and capacity to pursue the pilot project, a Steering Committee led by the Department and its subject matter experts, including TI and FM representatives, will evaluate the general viability of the pitch and determine whether to proceed further. The Committee will make a determination based on the pitch's impact, level of innovation, feasibility, adherence to data standards, and qualifications.
- 4) *Expression of Interest Solicitation*: If the Committee determines that a pitch aligns with an unmet need, FM will issue an Expression of Interest (EOI) to the vendor community to determine whether additional organizations may provide a similar solution to the identified challenge on a pilot basis.

- 5) *Selection and Award*: Depending on how many qualified, feasible responses are received, the EOI solicitation will result in either a competitive solicitation via an RFP or a sole source award.
- 6) *Implementation and Scaling*: Throughout the resulting pilot project implementation, the City will evaluate vendor performance in meeting goals and metrics and determine next steps, which may include releasing an open solicitation to deploy the solution on a larger scale.

Pitch Long Beach! will be administered by TI and FM and can be used by other City Departments to conduct pilot projects sourced from unsolicited vendor proposals. When the program is launched externally, TI and FM will lead a multi-media, multi-lingual business outreach campaign for the vendor community and will provide technical assistance resources to local Long Beach businesses. The Mayor and City Council offices can also refer any unsolicited vendor pitches through this process for evaluation.

If you have any questions, please contact Kevin Riper at (562) 570-6427 or Lea Eriksen at (562) 570-6234.

ATTACHMENT – PITCH LONG BEACH! OVERVIEW

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Pitch Long Beach! Program Overview

1. Description / About

1.1 About this Document: This document describes the Pitch Long Beach! Program, which outlines how vendors may submit an unsolicited idea for a project, how the pitch is evaluated, and the process for implementation. This program provides a framework for funneling unsolicited vendor pitches to a single City staff contact, evaluating them with transparent criteria, and implementing those that offer promising solutions to legitimate City needs, including potential pilot programs.

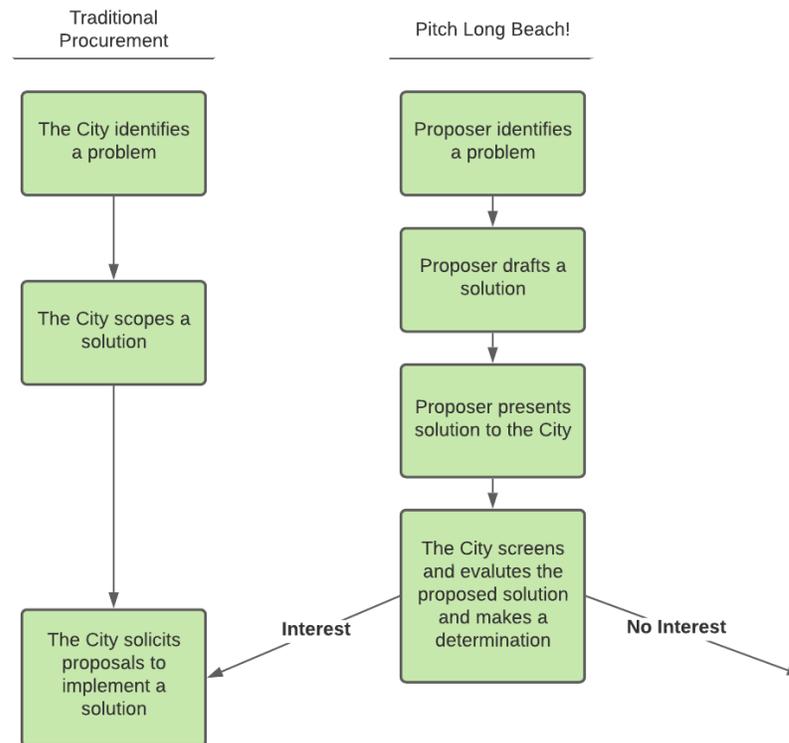
1.2 About Long Beach: The City of Long Beach is committed to advancing solutions to civic challenges by engaging the community, staff, and private sector to explore and implement emerging technology and innovative approaches to City service delivery. We seek to adapt to change and expand our capacity to improve the daily lives of Long Beach residents, enhance city operations and make the best possible use of resources across all City Departments. Our vision for a smarter Long Beach is not one that we can achieve alone, and we encourage collaboration and partnerships to design, test, and implement solutions.

2. Program Goals

2.1 Why do we encourage unsolicited ideas? The City of Long Beach is no stranger to piloting new solutions. From micromobility scooters to body-worn cameras, the City has already implemented a variety of initiatives that integrate innovative approaches and public service in a short-term timeframe. Recognizing that staff capacity is limited, the City aims to develop a clear process for prioritizing innovative ideas and technologies, identifying potential partners, and implementing exploratory projects that, if successful, can be scaled citywide.

The City of Long Beach already receives countless solicitations from vendors hoping to sell their products and services to the City. Pitch Long Beach! provides a novel framework for the vendor community to identify problems the City has not identified on its own and offer solutions that are aligned with legitimate City needs.

2.2. How does Pitch Long Beach! differ from traditional procurements? In traditional procurements, the City identifies a need, project, or challenge, and requests proposals from vendors to fill it. Pitch Long Beach! flips the script. It provides vendors with a way to pitch ideas that can expand the scope of potential City projects.



2.3 Benefits for Partners: Pitch Long Beach! offers many benefits to partners who decide to participate.

- Exposure: Showcase your innovative ideas to Long Beach government officials.
- Product Refinement: If your product passes the initial screen, we will provide targeted feedback from our subject matter experts. Pitches that are selected to pilot may also receive guidance during implementation.
- Prototyping and User Testing: If your pilot pitch is selected, as time and capacity allows, you may receive support from the City and other partners to monitor, evaluate, design, and pilot implementation. Product teams will collect data and get feedback from real government users to build their products and services out to appeal to other potential customers.
- Networking: Pitches that are selected and successfully complete pilot implementation may be featured on the City's website and be exposed to the wider Long Beach business ecosystem through the City and industry partners.
- Make a Difference: Help make Long Beach an innovative, creative City and improve the quality of life for folks who live, work, and play here.

2.3 What is a pilot project? A pilot project, as opposed to a software trial or proof of concept, is one way of allowing the City to test out a potentially transformative solution, measure its impact, and decide on its feasibility before investing heavy time and resources. Pilots are short-term in nature, and for the purposes of this program are open to all types of solutions, including both non-technological and tech-enabled projects. “Tech-enabled” refers to any solution that has a technology component but doesn’t necessarily hinge on any specific technology. This definition encompasses both innovative “first-of-its-kind” technology projects as well as tech solutions that are more procedural and have been deployed elsewhere.

Pilot opportunities, like all City contracts, must comply with the City’s legal purchasing requirements. They must be *open* to the entire vendor community and solicited in a *competitive* manner so the City can assess the best partner or partners for any one solution.

More broadly, pilots also provide many other benefits. They:

- Engage and test new ideas to measure community impact through robust data collection;
- Improve operational efficiency and delivery of key City services and programs;
- Allow for iterative co-creation and design of solutions with partners that have the potential to scale;
- Increase understanding before committing to a full-scale contract;
- Allow City Departments to find solutions for their needs while enforcing standards for data collection, project scoping, and evaluations;
- Allow for failure if pilot projects don’t meet stated goals; and
- Position Long Beach as a destination to launch innovative solutions and civic technology

2.4 Smart City Guiding Principles: The Long Beach Smart City Initiative principles provide a framework to align the City’s portfolio of pilot projects. They have been adapted to address our challenges following the COVID-19 pandemic, and echo what we heard from the Long Beach community. All unsolicited ideas should meet one or more of these guiding principles.

1. **Design for Equity:** Reduce historic inequities and disparities by ensuring advancements in technology and service delivery are accessible to all and improve quality of life for communities that have been underserved.
2. **Earn Public Trust:** Build public confidence through excellence in data privacy, data transparency, and community engagement.
3. **Cultivate Local Expertise:** Promote place-based growth by supporting Long Beach entrepreneurs and businesses, improving workforce job-readiness, and building partnership networks.
4. **Build Civic Resilience:** Improve capacity to respond efficiently and effectively to the most-pressing civic challenges using data-informed decision-making.

2.5 City Priority Challenges: Through community engagement, staff work, and leadership by elected officials, the City has identified several priority challenges. We strongly encourage unsolicited pitches that align with one or more of these priorities:

1. Recovering from the COVID-19 economic and public health crisis;
2. Executing the City's Climate Action and Adaptation Plan;
3. Making City Hall more accessible and increasing civic engagement;
4. Improving transportation and mobility and reducing transportation-related emissions;
5. Closing the digital divide;
6. Improving efficiency of operations and service delivery;
7. Reducing homelessness and housing insecurity; and
8. Ending systemic racism and reducing racial wealth gaps.

3. How to Pitch Long Beach!

3.1 Who can apply? Companies and entities of all sizes may pitch an idea. Long Beach-based solution providers are especially encouraged to apply.

3.2 When to apply? Vendors may pitch an idea at any point in time electronically by completing the [Pitch Long Beach! Idea Form](#). The City will accept pitches on an ongoing basis. Additional information about the City's financial cycle and budget may be found [here](#).

3.3 How to apply? Fully complete the Idea Form, available on the City website [here](#). In addition, when submitting the form, applicants commit to the following terms:

- Submitters should avoid submitting confidential, trade secret, and/or proprietary information. The City reserves the right to use contents of your pitch to develop future solicitations.
- Participation for the full length of the pilot, if selected.
- The company must be a legally registered organization.
- If/when selected, applicant must have a working pilot-ready product ready to be tested at the City and any partner organizations.
- Your submission will go through the evaluation process described in this document and will not necessarily be directly responded to.

3.4 How will pitches be evaluated? The Pitch Long Beach! evaluation and selection process is aligned with the City's procurement principles and ensures that selected ideas are aligned with Citywide and Departmental priorities.

3.4.1 Initial Screen: Ideas submitted through the Idea Form will first be screened by the Smart Cities Program Manager for the following criteria. The Program Manager will then determine whether to move the pitch forward.

- Idea Form is completed in full
- Pitch contains sufficient detail for each response

- Demonstrates alignment with one or more of the four Guiding Principles
- Demonstrates alignment with one or more City Priority Challenges

3.4.2 Department Review: If the pitch passes the initial screen, the Program Manager will send the completed Idea Form to one or more appropriate Departmental subject matter experts for their review. The Department subject matter expert(s) will determine whether to move the pitch forward based on the following criteria:

1. Interest:
 - a. Whether the Department determines that the pitch meets a City need and is interested in pursuing the proposed pilot.
2. Capacity:
 - a. Whether the Department has budget to cover any anticipated pilot costs and would be able to devote resources to project administration.
 - b. Whether the Department has staffing capacity to dedicate towards the pilot project

If there is interest, but the Department does not have the ability to proceed with a pilot at the time of review, the Department may elect to defer the submission for consideration at a later date.

3.4.3 Committee Evaluation: If the Department has both interest and capacity to pursue the pilot project, a Steering Committee led by the Department will use the following evaluation questions to understand the general viability of the pitch and determine whether to proceed with the process or not. These criteria align with the fields captured in the Idea Form. The Steering Committee will be comprised of members of any City Department(s) with subject matter expertise in the pitch and the Technology & Innovation Department for technology pitches. The Financial Management Department will also provide guidance on the Pitch Long Beach! Evaluation process.

1. Impact:
 - a. Would the pilot-stage product or service lead to short-term or long-term outcomes that will benefit the city and its residents?
2. Innovation:
 - a. Does the pitch offer services that the City would not have intended to procure through normal purchasing processes?
3. Feasibility:
 - a. What kinds of actions or resources will the City be required to expend to make the pilot successful?
 - b. Does the City Department have budget to cover anticipated pilot costs?
4. Data Governance:
 - a. Does the proposer demonstrate an understanding of using metrics and key performance indicators (KPIs) to communicate impact of their pilot and metrics?
5. Qualifications:

- a. What are the proposer’s qualifications, capabilities, techniques, or experience?
- b. Is there other information that would be beneficial to know before proceeding with next steps?

The Steering Committee will then make one of four determinations:

- **Option 1 – No Interest:** If there is no interest, the Program Manager will notify the proposer that the City will not be moving forward and will provide feedback from the Steering Committee.
- **Option 2 – More Information Needed:** If there is interest but not enough information to make another determination, the Program Manager will follow up with the proposer for additional information such as functional, technical, and legal requirements; budget, schedule, personnel, risks, etc.
- **Option 3 - Interest:** If this is interest in moving forward, the City will issue an Expression of Interest (EOI) solicitation to the wider vendor community to assess other potential competing solutions.
- **Option 4 – Defer:** If there is interest, but the Steering Committee or Department does not have the ability to proceed with a pilot at the time of review, the Program Manager will notify the proposer that their submission has been deferred for consideration at a later date.

3.4.4 Expression of Interest Solicitation: If the Committee determines that a pitch aligns with an unmet need and that the necessary conditions are met to support a pilot, in line with the City’s open and competitive procurement policy, the City will issue an Expression of Interest (EOI) to the vendor community to determine whether additional organizations would be interested in the opportunity to provide a similar solution to the identified challenge on a pilot basis, and would be able to meet the needs of the City.

The City will notify the proposer prior to issuing the EOI. The initial proposer is not required to respond to the EOI. The EOI will be open for ten business days, and late responses will not be accepted.

3.4.5 Selection and Award: The EOI solicitation will result in one of two outcomes:

- **Option 1 – Competitive Solicitation:** If one or more qualified, feasible responses are received, the City will issue a formal or challenge-based Request for Proposals (RFP) to competitively award a contract to a pilot solution to the identified challenge. RFP proposals will be evaluated by the Steering Committee on the following criteria, and then a determination will be made about the winning proposal. The City is not obliged to award any proposals, if desired.
 - Impact
 - Innovation
 - Feasibility
 - Data Governance

- Qualifications
- **Option 2 – Sole Source Award:** If no qualified responses are received, the City may proceed with a sole source exemption contract award for the initial proposer.

If after selection of a vendor, the City cannot negotiate the proposer’s participation, the City reserve all rights to terminate the solicitation.

3.4.6 Implementation and Scaling: At the start of project implementation, the City, the selected vendor, and other partners will agree to an implementation plan and scope of work. The implementation plan will set clear expectations, a project timeline, progress check-ins, a user testing process, and an overall communications plan. The implementation plan will also include KPIs to measure the success of the pilot created and agreed upon by all parties.

Pilots will run for a period no longer than the duration indicated by the proposer in the Idea Form. Throughout the duration of the pilot, the City will evaluate its efficacy in meeting the stated goals and determine next steps, which may include releasing an open solicitation to deploy the solution on a larger scale.

At a milestone in advance of the pilot end date, the City will evaluate project success based on the agreed-upon KPIs and the vendor’s ability to meet the expectations in the implementation plan. The City may decide on one of the following options:

- **Option 1 - Fail:** The pilot project did not meet KPIs and expectations, and the City decides to not continue the project.
- **Option 2 - Stop:** The pilot project was successful, but the City decides not to continue for other reasons, such as shifting priorities or lack of budget or staff to support a full implementation.
- **Option 3 - Re-bid:** The pilot project was successful, and the City reserves the right to issue an RFP or EOI to understand what other solutions and approaches may exist.
- **Option 4 - Scale:** The pilot project was successful, and the City decides to scale the project and renew or extend the vendor’s contract, following any applicable City approval processes.

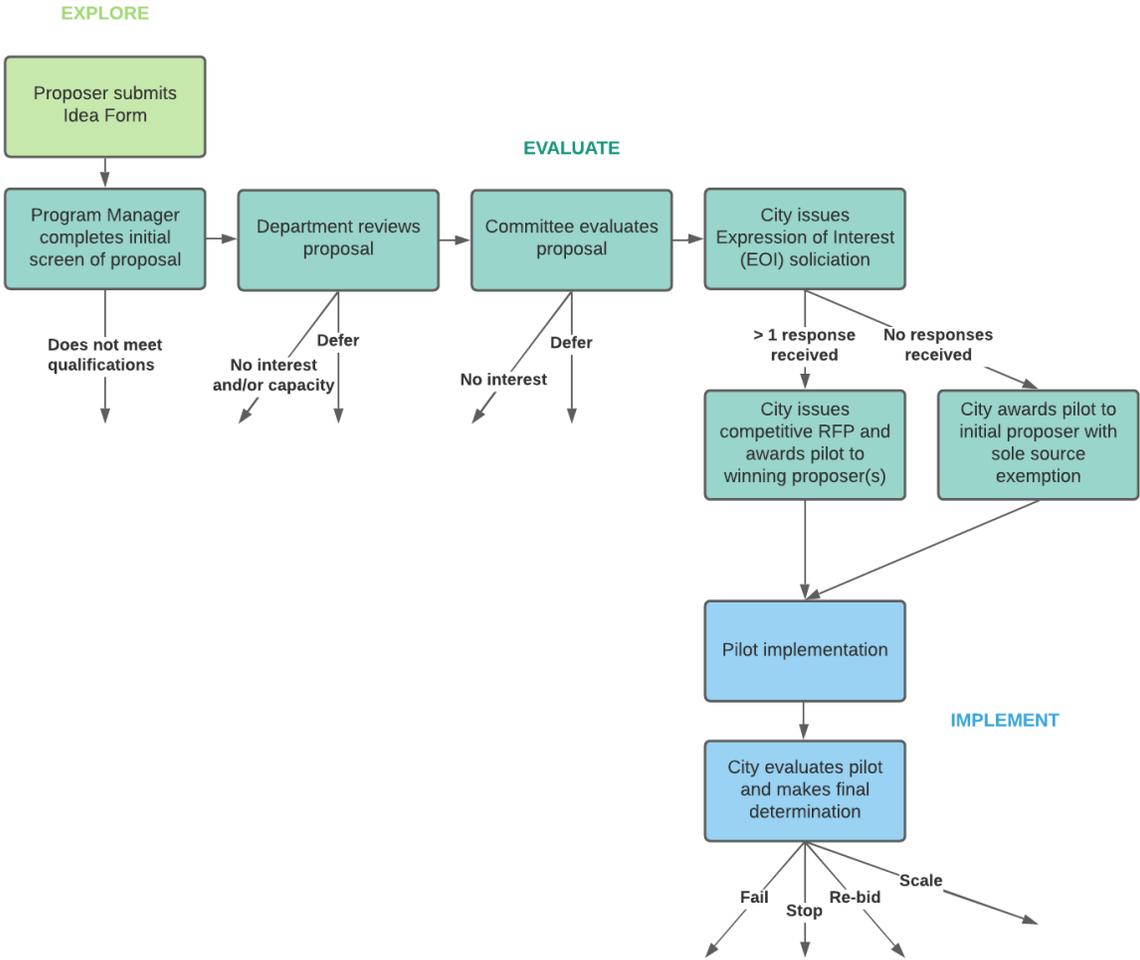
3.5 Vendor Expectations:

- **Data Access:** Vendors are expected to provide the City with easily-accessible data to evaluate the success of the pilot program. Project data may be utilized by the City for related services and initiatives. The City prefers that data is provided in a raw, automated manner and that an Application Programming Interface (API) is made available to City staff to easily incorporate project data into other City systems.
- **Data Privacy:** Vendors must comply with all relevant privacy and information security legislation and procedures, and must adhere to the City’s [Data Privacy Guidelines](#).
- **Demo Day:** At the end of the pilot period, vendors are expected to present at the City’s Demo Day and showcase their products and/or services, share their

experiences, and progress reports to the public and City staff. More details will be provided closer to the date of the event.

- **Timeframe:** The opportunity to provide any product or service piloted through the Pitch Long Beach! Program shall only extend through the agreed-upon pilot period and shall not continue thereafter.
- **Future Use:** The City provides no guarantee of future use, purchase or procurement of any products or services piloted through this Program. Participation in the Pitch Long Beach! Program is not in any way an advantage or benefit vis-à-vis any other vendor in subsequent solicitations or procurements held by the City or any participating entity.

3.6 Pitch Long Beach! Program Overview



4. Frequently Asked Questions for Vendors

- **Q:** Why should I put effort into a pilot pitch when it may result in a competitive solicitation process?
- **A:** The Pitch Long Beach! Program adds a layer of innovation onto the City's legal procurement requirements and expands access to new ideas by giving the City more exposure to what is available in the market. The program offers a framework that can lead to better partnerships with private sector participants, and it creates more opportunities for private sector companies to do business with the City. This is a pathway for the City to implement projects that otherwise might not have happened until well into the future, if at all. Though by submitting a pitch idea, the proposer is, in effect, creating an opportunity where one did not previously exist.

- **Q:** If my pitch results in an RFP, do I have any advantage in that process?
- **A:** The City is dedicated to fair and open competition in all procurement efforts. However, a successful pitch creates an opportunity that did not previously exist. Therefore, as the originator of the initial idea pitch, your ideas and approaches would give you a fair competitive advantage in a future RFP.

- **Q:** What if my pitch includes confidential, trade secret, or proprietary information?
- **A:** We encourage proposers to avoid including confidential, trade secret, and/or proprietary information in your Idea Form pitch. The City reserves the right to use contents of your pitch to develop future solicitations, including Expressions of Interest (EOIs) to determine whether additional organizations would be interested in the opportunity to provide a similar solution to your idea. Ideas you submit are subject to the provisions of the California Public Records Act (CPRA). Under the CPRA, the City is required to make its public records available for public disclosure, unless there is a specific reason not to do so. Proposers should mark documents of concern as "Trade Secret," "Confidential" or "Proprietary." The City will use its best efforts to inform the proposers of any request for any confidential documents pertaining to their pitches.

- **Q:** Can I propose a pilot that is not free for the City?
- **A:** Long Beach does not offer financial compensation for companies pitching, unless costs are stipulated by the vendor and agreed to by the City. In your idea form, please stipulate if there is an anticipated cost to the City for the pilot.

- **Q:** Will the City keep my product/service at the end of the pilot?
- **A:** Any equipment used will not be retained or considered property of the City or participating authorities. All products piloted as part of the Pitch Long Beach! Program will be returned at the end of the pilot.

- **Q:** Can the solution provider be an individual, a group/consortium of individuals, or a company?

- **A:** Yes, individuals and sole proprietorships are eligible, along with companies. Selected vendors will be required to submit a W-9 to receive payment.
 - **Q:** Are established companies and companies from outside of Long Beach eligible to participate?
 - **A:** Yes, we welcome companies of all stages to participate. While local providers will receive preference over those from outside Long Beach (where pitch quality is similar), we welcome participation from well-qualified innovators everywhere.
 - **Q:** Are you seeking solutions that already have been developed? Or, is this open to MVPs (Minimum Viable Products) that would need further development?
 - **A:** We're looking for solutions that are deployment ready. You must also be able to support your business financially throughout the process of piloting.
 - **Q:** Are you only seeking technology and/or app-enabled solutions only?
 - **A:** No. We are open to all solutions, including innovative approaches to enhance City services, technology solutions, and "tech-enabled" solutions. We understand "tech-enabled" to mean any solution that has a technology component but doesn't necessarily hinge on the tech, however we welcome well-designed initiatives that combine different strategies and mediums to ultimately address the issue at hand leveraging a technology component.
 - **Q:** Will I have access to existing City-owned infrastructure and technology systems?
 - **A:** The possibility to use existing City-owned infrastructure and technology will be assessed during the pitch evaluation stage and considered after a cybersecurity and operations review by the Steering Committee.
5. **Contact Info:** For any questions about the Pitch Long Beach! Program, you may contact Ryan Kurtzman, Smart Cities Program Manager, City of Long Beach Department of Technology & Innovation, at ryan.kurtzman@longbeach.gov. All ideas MUST be submitted via the [Pitch Long Beach! Idea Form](#).