Westside Cities Council of Governments

Request for Proposals
for
Executive Director
September 2013

The Westside Cities Council of Governments (WSCCOG) is seeking proposals from qualified individuals or consulting firms to direct and manage the business affairs of this organization.

BACKGROUND
The WSCCOG is comprised of six member agencies located on the Westside of Los Angeles County. The member agencies are as follows:

City of Beverly Hills
City of Culver City
City of Los Angeles (Westside)
County of Los Angeles (Westside)
City of Santa Monica
City of West Hollywood

The WSCCOG is a voluntary cooperative effort among the Member Cities and the County of Los Angeles to forge consensus and advance policies and programs of regional significance. The WSCCOG provides a forum for discussion as well as formalized representation and advocacy on behalf of the Westside subregion with regional, state and federal agencies.

Originally organized as the Westside Cities Summit in the 1980’s, the group became a Joint Powers Authority in 2006. The WSCCOG has no employees and has contracted for management services since its founding.
The WSCCOG’s primary objectives are to coordinate efforts, promote policies and initiatives and achieve progress on issues that are of interest to the Member Agencies that are working together in partnership to preserve and enhance the quality of life in the subregion.

PROPOSAL SUBMISSION
Proposals are due by 5:00 PM, Pacific Time (U.S.), Date October 25, 2013. Proposals must be submitted electronically to: cfriedling@beverlyhills.org. Six copies of the proposal must also be submitted in hard copy to:

Mr. Jeff Kolin, City Manager
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Faxed or late proposals will not be accepted or considered. Please mark the outside of the envelope of mailed proposals as follows: “Proposal for WSCCOG Executive Director/Consultant Services.”

PROPOSAL REQUIREMENTS
Interested persons/firms shall provide 6 proposal copies for evaluation purposes. The WSCCOG reserves the right to reject any and all proposals. It is preferred that the proposal be limited to no more than 10 pages.

GENERAL CONDITIONS
The WSCCOG will not reimburse respondents to this RFP for any costs incurred in the preparation and submittal of the proposals. The WSCCOG reserves the right to request any person submitting a proposal to clarify his or her proposal during the selection phase. Further, the WSCCOG refers the right to modify or alter any requirements herein, at the WSCCOG’s sole discretion.

PROPOSAL CONTENT AND CRITERIA
Proposals shall include the following information at a minimum. The WSCCOG will review each proposal in the following areas (in no particular order or weight):

- Cover Letter/Executive Summary
  - Summary of proposal

- Experience and Background
  - Full name of individual, mailing address, telephone and e-mail address
  - Professional history
  - Information about firm capabilities, colleagues, or support staff person (if any)
  - Resume(s)
• Corporate status (if so organized)
• Years in business
• Qualification and experience of individual(s) to be assigned as executive
director/lead contact

• Familiarity with WSCCOG Issues
  • Experience in public affairs, regional or local government. Specific experience
    related to the Westside region is highly desirable.
  • Experience with issues expected to be addressed by the WSCCOG, including
    transportation, tourism, and economic development, among others
  • Experience with local government organization and issues

• Work Plan and Budget
  • Describe how you would accomplish the Scope of Services within the limited
    budget available (not to exceed $160,000)
  • Proposed work schedule
  • Flat or hourly rate for services of principal and any other staff
  • Expenses
  • Total proposed monthly budget

• References of current and former clients for which similar services are provided
  • Type of service provided
  • Time periods service was provided
  • Contact names and telephone numbers

SCOPE OF SERVICES:
The collaborative nature of the WSCCOG requires a positive, productive relationship
between the Executive Director and member agency elected officials and staff.

Services to be provided by the Executive Director shall be coordinated with the
Westside Cities City Managers/City and County of Los Angeles staff. This group is
composed of the City Managers from Beverly Hills, Culver City, Santa Monica and West
Hollywood; an executive staff representative from Los Angeles City Council Districts 5
and 11; and an executive staff representative from the County of Los Angeles, District 3;
and an executive staff representative from the County of Los Angeles.

The successful Executive Director or firm will have the following major responsibilities:

1. Present strategic, high level recommendations to the Governing Board that
   support and enhance WSCCOG goals and established programs and priorities;

2. Hire, supervise or manage all consultant services and administrative support,
   including meetings and conference calls, to achieve WSCCOG projects/goals
   and objectives. Prepare agendas and produce minutes for WSCCOG meetings.
3. Lead the development of Annual Work Program; develop and coordinate efforts to achieve work program projects/activity priorities as approved by the Governing Board; demonstrate the achievement of WSCCOG milestones and goals;

4. Provide assistance/guidance to Governing Board Chair and Board members, Treasurer, Legal Counsel, City Managers/staff and all other committees/working groups as necessary to ensure that the various initiatives are completed;

5. Organize and provide lobbying/advocacy efforts to further WSCCOG programs and priorities;

6. Act as principal WSCCOG staff liaison to federal, state, regional, and local agencies and staff to further the WSCCOG’s established programs and priorities;

7. Enhance outreach efforts to member cities (as well as the general Westside community) regarding activities and efforts of WSCCOG on issues impacting the subregion; maintain WSCCOG website in conjunction with a webmaster from a WSCCOG city; and continually refresh the website with updated information;

8. Serve as the WSCCOG Filing Officer for the Fair Political Practices Commission Statement of Economic Interests Form 700 from Governing Board Members, Treasurer.

9. Utilize his or her own vehicle (or consulting firm’s), cell phone, computer and software for WSCCOG business.

REFERENCES
The WSCCOG reserves the right to contact colleagues or references not furnished by the proposer. Submission of a proposal shall constitute authorization for the WSCCOG to make all reasonable reviews necessary to evaluate qualifications of respondents.

QUESTIONS
Questions regarding this Request for Proposal shall be emailed to Cheryl Friedling at the City of Beverly Hills (cfriedling@beverlyhills.org). All questions must be submitted at least two weeks prior to the submission deadline to allow sufficient time to respond to potential proposers. In order to receive the answers to any questions submitted about the RFP, please contact the above named individual via e-mail to be included on the distribution list.
CONTRACT AND TERM
Any resulting contract will be for a period of one year. If it is mutually agreeable to the Contractor and WSCCOG, the term of the agreement may be extended in increments of one year, not to exceed a total contract period of 5 years. The contract may be terminated by the WSCCOG with thirty (30) days written notice in the sole determination of the WSCCOG Governing Board. The contractor may terminate the contract with one hundred twenty (120) days written notice in the sole determination of the contractor.

It is expected the relationship between the selected contractor and the WSCCOG shall be that of an independent contractor. The selected individual shall not become an employee of the WSCCOG unless specifically authorized by the WSCCOG Governing Board.