

REQUEST FOR PROPOSALS



SUBJECT: GRANT WRITING SERVICES

ISSUE DATE: APRIL 28, 2014

DUE DATE: JUNE 5, 2014

SUBMIT TO: CITY OF WEST HOLLYWOOD
ATTN: YVONNE QUARKER, CITY CLERK
8300 SANTA MONICA BLVD
WEST HOLLYWOOD, CA 90069

TABLE OF CONTENTS

1. Introductory Material	
1.1 Statement of Purpose	3
1.2 General Information about the City	3
1.3 City of West Hollywood Mission Statement and Core Values	3
1.4 Scope of Services	4
2. Proposal Instructions	
2.1 Access to RFP	5
2.2 RFP Coordination and Communication.....	5
2.3 Schedule of Events	5
2.4 RFP Amendments.....	5
2.5 Procedure for Submitting Proposals	6
2.6 Format and Contents	7
2.7 Proposal Evaluation Factors	9
2.8 Firms Interviews and Presentations	9
2.9 Selection Process	9
2.10 General Requirements	10
3. Appendixes	
Appendix A - Certification of Proposal to the City	12
Appendix B - Summary Sheet.....	13
Appendix C - Sample Contract and Insurance Provisions	14

1. Section 1 – Introductory Material

1.1 Statement of Purpose

The City of West Hollywood (“City”) is soliciting proposals from qualified proposers for comprehensive grant writing services. It is the intention of the City to apply for grants which address city’s needs associated with service delivery and necessary capital infrastructure improvements, including but not limited to: technology; arts and culture; human services/homelessness; community engagement; public safety; environmental initiatives; recreation; community and economic development; and capital assets..

The contract term will be one (1) year, and, at the end of the initial term, there will be an option for an additional two (2) renewal terms.

1.2 General Information about the City

The City of West Hollywood is located in Los Angeles County and serves an area of 1.9 square miles and an approximate population of 38,000. The City’s fiscal year begins on July 1st and ends on June 30th.

The City of West Hollywood is a General Law City with a Council/Manager form of government. The City is also a contract city, which contracts out many of its public services.

For more information on the City’s Mission Statement, Core Values, or our Primary Strategic Goals or Ongoing Strategic Programs, the City’s Vision2020 Strategic Plan can be accessed electronically by clicking West Hollywood Strategic Plan on City Services and Information pages of www.weho.org.

1.3 City of West Hollywood Mission Statement and Core Values

As a premiere City, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban environment, and dedicated to preserving and enhancing its well-being. We strive for quality in all our actions, setting the highest goals and standards.

1.4 Scope of Services

The selected firm will be responsible for providing the following services to the City of West Hollywood:

- A. Funding Needs Analysis – Work with City staff to facilitate meeting with City departments to identify priority areas of funding.
- B. Conduct Funding Research - Conduct research to identify grant resources including but not limited to federal, state, and local agencies as well as and private organizations that support the City’s funding needs and priorities including, but not limited to the following general areas:
 - a. Technology
 - b. Arts & Culture
 - c. Human Services and Social Services
 - d. Community Engagement
 - e. Public Safety
 - f. Affordable Housing
 - g. Transportation
 - h. Environmental Quality
 - i. Parks and Recreation
 - j. Infrastructure Development and Maintenance

On a regular basis provide the City with summaries of potential funding opportunities relevant to the needs and qualifications of the City. Summaries should include, but not be limited to, name of agency, due dates for applications, eligibility, a brief program summary, and the level of funding available.

- C. On-Call Grant Research – Identify other priority areas through the Funding Needs Analysis process and throughout the duration of the contract. The scope of work may also include researching grant opportunities identified by the City.
- D. Grant Proposal Development – Provide general grant proposal writing services associated with the completion of grant applications on behalf of the City of West Hollywood, including the preparation of funding abstracts and production and submittal of applications to funding sources. A copy of each grant application package submitted for funding, in its entirety, shall be provided to the City of West Hollywood.
- E. Monitor Implementation of successful grant proposals and ensure grant compliance with applicable rules and regulations.

- F. Program Administration – Provide assistance to City staff in fulfilling the administration and reporting requirements of grants.
- G. Monthly Reports – The selected firm shall submit monthly reports to the City summarizing the amount of time expended and describe activities undertaken during the previous month.

2. Proposal Instructions

2.1 Access to RFP

Upon request, the RFP will be delivered from the City either via email as a PDF or by mail as a printed copy. The RFP will also be made available online at www.weho.org/notices.

2.2 RFP Coordination and Communication

The City's principal contact for this proposal will be Claudia Duncan, Financial Management Analyst, (323) 848-6312, cduncan@weho.org, 8300 Santa Monica Blvd., West Hollywood, CA 90069. **Communication or solicitation with other City of West Hollywood Officials or Employees regarding any aspect of this RFP is expressly prohibited and may result in disqualification.**

2.3 Schedule of Events

Request for Proposal Issued	April 28, 2014
RFP questions due via email	May 12, 2014
Distribution of answers to questions	May 19, 2014
Proposals Due at City Clerk's Office	
No later than 4:00 p.m.	June 5, 2014
Interviews with final candidates	June 23-27, 2014
Negotiation with final candidate	June 1-4, 2014
City Council approval of contract award	July 21, 2014
Implementation Start Date	August 1, 2014

2.4 RFP Amendments

The City reserves the right to change the RFP schedule or issue amendments to the RFP at any time. In the event the City amends the RFP, the City will extend the Proposal Due Date commensurately. The City also reserves the right to cancel or reissue the RFP.

2.5 Procedure for Submitting Proposals

Failure to comply with the requirements of this RFP may result in disqualification. Proposals received subsequent to the time and date specified above will not be considered. Proposals must include all the sections listed below and must be

indexed and numbered in the order outlined below. List your responses and/or any reference to attachments as indexed and numbered below. To assist in the evaluation of the responses, please utilize the section titles listed below. Additional relevant information may be provided by attaching a *Supporting Documentation* section.

A. Time, Place and Format

a. Time and deadlines

Proposals must be received at the City Clerk's Office no later than 4:00 p.m. on the date indicated in the Proposal Schedule. Proposals received after 4:00 p.m. on the date indicated in the Proposal Schedule, regardless of the date of their postmark, will be rejected.

b. Proposals must:

1. Not be folded and not be bound with any fabric, plastic, glue, staples, folder or rubber bands
2. Show page numbers for all pages in the proposal
3. Include five (5) paper copies in the prescribed from under Section 2.6 along with one (1) electronic copy on a disc or thumb drive as a PDF file.
4. Be on 8-1/2" X 11", 20-24 lb. white paper
5. Be submitted in one or more envelopes, each of which clearly:
 - ✓ States "Grant Writing Services RFP"
 - ✓ Identifies the Firm
 - ✓ States the number of the envelope and the total number of envelopes by the Firm

c. Proposals must address the requirements of the RFP in the exact order set forth in this Section. They should be as concise as possible and must not contain any promotional, advertising or display material.

If hand delivered, address as below and deliver to the City Clerk's office. The envelope must be addressed as follows:

City of West Hollywood
Attn: Yvonne Quarker, City Clerk
8300 Santa Monica Blvd
West Hollywood, CA 90069

2.6 Format and Contents

The content and sequence of the information contained in each copy of the proposal shall be separated by tabs as follows:

A. Summary Sheet

This section of the proposal must include a fully completed copy of the Summary Sheet (Appendix B) included with this RFP.

B. Table of Contents

Include a clear identification of the material by section and by page number.

C. Letter of Transmittal

- a. Limit to one or two pages.
- b. Briefly state the proposers understanding of the work to be done and make a positive commitment to perform the work.
- c. State why you believe you are the best qualified to perform the services requested.

D. General Information

- a. Name and address of your firm and the individual/corporate officer authorized to execute this agreements;
- b. A brief description of your firm's history, ownership, organizational structure, location of its management, and licenses to do business in the State of California.
- c. The names, experience, qualifications and applicable licenses held by the individuals primarily responsible for servicing the City and any other person(s), whether as employees or subcontractors, with specialized skills that would be assigned to service the City.
- d. A listing of local government clients with which you have similar contracts; include the name, address and telephone number of contract person.
- e. A statement to assurance to the effect that your firm is not currently in violation of any regulatory rules and regulations that may have any impact on your firm's operations.
- f. A brief description of methods the your firm uses while conducting business that encourages recycling of materials and implementation of environmentally friendly practices and procedures.

E. Project Approach

Describe in detail your proposal to fulfill the requirements of the scope of services. Explain how your firm will access potential sources of grant funding that might not have otherwise been available to the City of Wes

Hollywood. Provide detailed description of how your firm will perform the following grant writing service:

- a. Funding needs analysis
- b. Identification of appropriate grant resources
- c. Grant preparation process
- d. Grant review and approval process
- e. Detail time frame for the process (a through d)
- f. Explain the type of assistance provided to City staff in regards to the management of grants.

F. Pricing of Services:

- a. Fee basis should be an all-inclusive, hourly fee. Provide detailed price breakdown including fees itemized for the following staff: 1. Senior Staff; 2. Professional Staff; and 3. Clerical Staff.
- b. Alternative pricing proposals (such as percentage, quarterly and annual lump sums) may be submitted as long as each proposal includes a detailed breakdown of the proposed minimum number of hours to be worked at various staff levels and the hourly rates for those staff levels.
- c. The cost proposal must provide a guarantee that no additional fees beyond those proposed will be charged to the City of West Hollywood without the City's prior written consent.
- d. The City cannot accept contract clauses that include payment terms within 30 days of the invoice issuance.
- e. The City cannot accept contract clauses where the City would be required to pay any late fees, interest charges or penalties.

G. References and Pending Litigation

Include an explanation and status, if in the last five years, the firm or an officer or principal of the firm has been involved in any litigation, legal proceedings, or investigations by a regulatory authority.

H. List five similar public agencies for which your firm has provided similar services in the last five years and when performed. In a table format, show name of the organizations.

I. Certification of Proposals

Return a copy of the entire completed certification properly executed as provided for in Appendix A.

J. Firm's Insurance

The selected Firm must provide and maintain in force at all times during the term of the services contemplated herein insurance for Workers' Compensations and Commercial General Liability in amounts consistent with the services provided and as determined jointly by the City and the

firm. Such policies should be issued by companies admitted in the State of California.

2.7 Proposal Evaluation Factors

- A. Proposals shall remain valid for 180 days from the Proposal Due Date specified in Section 2.3 until the execution of a contract by the City of West Hollywood
- B. Proposals shall be examined and evaluated by the City to determine whether each proposal meets the requirements of this RFP. No single criterion, including price, will dictate the City's ultimate selection. The relative importance of these factors involves judgment on the part of the City staff and will include both objective and subjective analysis. A recommendation will be made to the City Council for a contract award based on the following criteria:
 - a. Demonstrated knowledge of sources of grant funds available to municipal government
 - b. Demonstrated proficiency in obtaining funds
 - c. Demonstrated capability of project management and completion
 - d. Firm's reputation and its staff qualifications and experience
 - e. Plan provided by the Firm for services
 - f. Cost of services
- C. A proposal that fails to address any one or more critical specification of the RFP will not be considered.

2.8 Firm Interviews and Presentations

Firms selected as the finalists will be required to make an oral presentation of their proposal to City during the RFP evaluation period. This presentation will provide Firms the opportunity to clarify their proposals to ensure thorough and mutual understanding. Finalists may be required to give a one-hour overview to executive management.

All expenses incurred by the Firm for participating in the oral presentations, including the executive management overview will be the responsibility of the Firm.

2.9 Selection Process

The selection of a proposal will not be based solely on a monetary evaluation. There will also be an evaluation of each proposer's understanding of the work required and approach to this project with considerable weight being given to experience in the areas required and the track record of the proposer.

Additionally, an independent checking of references may be used to assist in selecting the finalist(s). Oral interviews will be conducted by the City. Contract negotiations will take place with the finalist.

Award will be made to the Firm offering the most advantageous proposal after consideration of all evaluation criteria set forth in this RFP. The City shall not be obligated to accept the lowest priced proposal, but will make an award in the best interest of the City after all factors have been evaluated.

A Notification of Intent to Award may be sent to any Firm selected. Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing Firms unless an agreement is reached. If contract negotiations cannot be concluded successfully, the City may negotiate a contract with the next highest scoring Firm or withdraw the RFP.

2.10 General Requirements

A. Inclusion of Proposal

The proposal submitted in response to this RFP may be incorporated as part of the final contract with the selected Firm.

B. Right to Reject Any or All Proposals

The City reserves the right to reject any or all proposals, to waive technicalities or formalities, and to accept any proposal deemed to be in the best interest of the City. Where two or more firms are deemed equal, the City reserves the right to make the award to one of the two firms.

C. Withdrawal of Proposals

Firms may withdraw their proposals, without prejudice, prior to the date and time specified for proposal submission, by sending a written request to David Wilson, Director of Finance and Technology Services. No proposal received after the closing date will be considered.

D. Proposal Validity Period

Submission of a proposal will signify the Firm's agreement that the proposal is valid for 180 days from the Proposal Due Date specified in Section 2.3.

E. Expenses of Proposal Preparation

Each proposal prepared in response to this RFP shall be done at the sole cost and expense of each proposing Firm and with the express understanding that no claims against the City for reimbursement will be accepted.

F. Public Records and Right to Submitted Proposals

All proposals, inquires, responses, or correspondence related to or in reference to this request for proposals, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by the Firm will become the property of the City when received.

The City of West Hollywood is subject to California law regarding the disclosure of public records. Firms must clearly identify any information they regard as proprietary in the proposal. Any such information should be marked "Proprietary" or "Confidential." Information that is proprietary within the meaning of California law will be withheld from any public records requests. All other information is subject to disclosure.

G. Contracts and Insurance Requirements

It is recognized that the formal basis of any agreement between the Firm and the City will be a contract rather than a proposal. The City maintains various policies related to contractual service providers. Among these are anti-discrimination, a living wage, and equal benefits policy. In submitting proposals, Firms must indicate that they are prepared to comply with City ordinances and policies. As part of the contract or during contract negotiations, the City may request that the selected firm sign a statement affirming its compliance with these policies. In addition, insurance will be required as part of the contract. Appendix C includes sample contract provisions and insurance requirements.

Appendix A
Certification of Proposal to the City

1. The undersigned hereby submits its proposal and, by doing so, agrees to furnish services to the City in accordance with the Request for Proposal (RFP), dated April 28, 2014 and to be bound by the terms and conditions of the RFP.
2. The Firm has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Firm and that the Firm is responsible for them.
3. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
4. The proposal includes all of the commentary, figures and data required by the Request for Proposals, dated April 28, 2014.
5. This Firm has carefully read and fully understands all of the items contained in the General Requirements. The Firm agrees to all of the General Requirements except for those listed on an attachment.
6. The proposal by this proposer is an irrevocable offer and shall be valid for 180 days from **June 5, 2014**.

Name of Firm: _____

By: _____

(Authorized Signature)

Type Name: _____

Title: _____

Address: _____

Telephone Number: _____

Fax Number: _____

Email: _____

Date: _____

Appendix B
Summary Sheet

Firm Name: _____

Address: _____

Telephone: _____ Fax: _____

Federal TIN _____ State TIN _____

Number of years in existence: _____

Management person responsible for direct contact with the City and services required for this Request for Proposal (RFP):

Name: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

Person responsible for day-to-day servicing of the project:

Name: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

_____ Location (address) of closest office to the City of West Hollywood

Attach brief biographies/resumes, including experience with local governments, for all responsible person(s) assigned to the RFP and to the City of West Hollywood.

Appendix C
Sample Contract and Insurance Provisions

“INDEMNIFICATION. CONSULTANT shall indemnify, defend with counsel approved by CITY, and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, cost (including without limitation reasonable attorney’s fees, expert fees and all other costs and fees of litigation) of every nature arising out of or in connection with CONSULTANT’s performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT, regardless of CITY’S passive negligence, but excepting such loss or damage which is caused by the sole active negligence or willful misconduct of the CITY. Should CITY in its sole discretion find CONSULTANT’S legal counsel unacceptable, then CONSULTANT shall reimburse the CITY its costs of defense, including without limitation reasonable attorney’s fees, expert fees and all other costs and fees of litigation. The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

“EQUAL BENEFITS ORDINANCE, No. 03-662. The CONTRACTOR shall abide by the provisions of the West Hollywood Equal Benefits Ordinance. During the term of this Agreement, the CONTRACTOR shall keep on file sufficient evidence of its employee compensation and any applicable benefits packages, as those benefits relate to the coverage of the domestic partners of contractor’s employees, which shall include; bereavement leave; family medical leave, and health insurance benefits, to enable verification of compliance with the West Hollywood Equal Benefits Ordinance.”

“LIVING WAGE ORDINANCE, No. 97-505. The CONTRACTOR shall abide by the provisions of the West Hollywood Living Wage Ordinance. During the term of this Agreement, the CONTRACTOR shall keep on file sufficient evidence of its employee compensation to enable verification of compliance with the West Hollywood Living Wage Ordinance.”

“NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY. The CONTRACTOR represents and agrees that it does not and will not discriminate against any employee or applicant for employment because of race, religion, color, medical condition, sex, sexual orientation and/or gender identity, national origin, political affiliation or opinion, or pregnancy or pregnancy-related condition.”

“RESTRICTIONS: Arab League Boycott of Israel. The CONTRACTOR hereby affirms it does not honor the Arab League Boycott of Israel.”

GOVERNING LAW This Agreement shall be governed by the laws of the State of California.

ARBITRATION The City does not accept clauses that include arbitration.

LIABILITY The City does not accept clauses that limit either party's liability to the contract amount.

INSURANCE PROVISIONS

A) The CONSULTANT, at the CONSULTANT's own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:

1) **Workers' Compensation Coverage.** The CONSULTANT shall maintain Workers' Compensation Insurance and Employer's Liability Insurance for its employees in accordance with the laws of the State of California. In addition, the CONSULTANT shall require any and every subcontractor to similarly maintain Workers' Compensation Insurance and Employer's Liability Insurance in accordance with the laws of the State of California for all of the subcontractors' employees. Any notice of cancellation or nonrenewal of all Workers' Compensation policies must be received by the CITY at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the CITY, its officers, agents, employees, and volunteers for losses arising from work performed by the CONSULTANT for City.

This provision shall not apply if the CONSULTANT has no employees performing work under this Agreement. If the CONSULTANT has no employees for the purposes of this Agreement, the CONSULTANT shall sign the "Certificate of Exemption from Workers' Compensation Insurance."

2) **General Liability Coverage.** The CONSULTANT shall maintain commercial general liability insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury, and property damage. If a commercial general liability insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit.

3) **Automobile Liability Coverage.** The CONSULTANT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONSULTANT arising out of or in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than three hundred thousand dollars (\$300,000) combined single limit for each occurrence.

- A) The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents
- B) Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its elected or appointed officers, officials, employees, agents, or volunteers.
- C) The insurance provided by the policies cited in Sections Workers Compensation Coverage, General Liability Coverage, and Automobile Liability Coverage above shall not be suspended, voided, or reduced in coverage or in limits except after thirty (30) days' written notice has been submitted to the CITY and approved of in writing, except in the case of cancellation, for which ten (10) days written notice shall be provided.
- D) **Deductibles and Self-Insured Retentions.** Any deductibles or self-insured retentions must be declared to and approved by the CITY. At the CITY's option, the CONSULTANT shall demonstrate financial capability for payment of such deductibles or self-insured retentions.
- E) **Evidence of Insurance.** Upon the request of the CITY, the CONSULTANT shall provide evidence of the insurance coverage required herein. Insurance shall be in force on or before commencement of performance of this Agreement. Upon the request of the CITY, current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement.
- F) **Failure to Procure Insurance.** Failure on the part of the CONSULTANT to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate this Agreement.

The cost of such insurance shall be borne by the Firm. Specific insurance provisions will be delineated in the contract between Firm and City.