

REQUEST FOR QUALIFICATIONS

Consulting Services for
Human Services Priority Initiatives



Date Issued:

November 15, 2023

Date Due

December 14, 2023



City of West Hollywood
California 1984

Overview

The City of West Hollywood ("the City") solicits qualifications from experienced consultants to provide services in connection with Human Services Priority Initiatives as set forth in this Request for Qualifications (RFQual), including the HIV Zero Initiative, Homeless Initiative, Poverty Reduction Initiative, and the Aging in Place/Aging in Community Initiative and projects, such as the recently launched West Hollywood Care Team, a behavioral health mobile response program. The City is looking for consultants to support the initiatives and projects above by assisting with the following sub-areas:

1. Program Evaluation
2. Communications Support
3. Professional Writing
4. Demographic Studies and Analysis
5. Community Engagement

Through this RFQual, the City seeks to select qualified consultants ("Consultant Bench") with which the City may contract for support related to Human Services Priority Initiatives and projects. The purpose is to select a bench of consultants to provide technical expertise in one or more of the sub-areas listed above.

The City anticipates entering into a bench contract with the selected individual(s) and/or firm(s). Scope and fee will be negotiated on a project-to-project basis. Work is not guaranteed, but as the need for professional services arises, the City will contact the firm(s) to negotiate a scope and fee for the specific work tasks. The anticipated term of the contract is three years, and as of this RFQual's issue date, individual agreements shall not exceed \$300,000. This RFQual does not commit the City to award a contract, and there is no obligation by the City to procure any specified amount of services. The City will award a contract, if any, in its best interest and based on a proposal that best meets its needs as set forth herein.

The City will review qualifications and create a list of qualified on-call consultants for each sub-area. The City is not seeking or expecting team responses or expertise in every aspect of each sub-area. As appropriate, the City may conduct an additional competitive process (e.g., solicit bids or issue Requests for Proposals) before awarding contracts. The City anticipates that all services will be as-needed or on-call.



Background and Summary of Initiatives

The City of West Hollywood is in an urban and vibrant part of Los Angeles County and includes national destinations such as the Sunset Strip, the Melrose Design District, and a vibrant LGBT nightlife area. The City is home to 37,000 residents, including a sizeable population of gay men, older adults, and immigrants from countries of the former Soviet Union.

Managing a contracts budget of over \$9 million, the City's Human Services Division offers West Hollywood community members social service programs, valuable health education, and essential information. Programs and services managed by the Division embody the City's core values, which includes "Respect and Support for People" and addresses a range of community needs, including food and shelter, HIV/AIDS education and services, early childhood education, help finding a job, legal guidance, mental health resources, and more.

Programs funded by the City are accessible to members of the West Hollywood community, including anyone who lives, owns property, works, goes to school, or spends most of their time experiencing homelessness in the City of West Hollywood.

In addition to offering access to various social services, the Division is deeply invested in supporting vulnerable community members through thoughtfully designed programs and policy development responsive to community needs and addressing Human Services priority initiatives.

Summaries of each of the key initiatives the City's Human Services Division is looking for consultants to help support follows:

A.HIV Zero Initiative

The City of West Hollywood's HIV Zero Initiative is a comprehensive program designed to reduce HIV infections, improve access to care, and enhance the quality of life for people living with HIV/AIDS. The initiative embodies West Hollywood's commitment to becoming a city with zero new HIV infections, zero AIDS-related deaths, and zero stigma related to HIV/AIDS.



More information about this City initiative may be found [here](#).

Homeless Initiative

The West Hollywood Homeless Initiative seeks to address homelessness with a multi-disciplinary, multi-agency, collaborative response. To that end, the City of West Hollywood partners closely with nonprofit service providers, the West Hollywood Sheriff's Station, and Los Angeles County agencies to provide various services intended to prevent and reduce homelessness and support community members experiencing homelessness.

More information about this City initiative may be found [here](#).

Poverty Reduction Initiative

In 2017, the West Hollywood City Council approved the creation of a Poverty Reduction (PR) Initiative to create innovative interventions for low-income residents in West Hollywood and evaluate the success of those interventions. The PR Initiative is designed to build upon and complement the City's existing commitment and efforts to assist low-income residents by supporting a continuum of social services to provide vital resources to West Hollywood community members. The PR Initiative focuses on gathering local poverty data, researching best practices – globally and nationwide - in poverty reduction programs, identifying local collaborations that promote research and evidence-based programming, enrolling low-income residents in programs to provide personalized interventions, evaluating the programs over time, and providing recommendations on future interventions.

More information about this City initiative may be found [here](#).

Aging in Place/Aging in Community Initiative:

The Aging in Place/Aging in Community Initiative is a strategic approach undertaken by the City of West Hollywood to ensure its older adult residents have the support and resources they need to live safely, comfortably, and independently in their homes and communities for as long as possible.

Through the Aging in Place/Aging in Community Initiative, the City of West Hollywood demonstrates its commitment to fostering a supportive environment where older adults can thrive, remain active, and enjoy a high quality of life as integral community members.

More information about this City initiative may be found [here](#).

West Hollywood Care Team

The West Hollywood Care Team serves housed and unhoused community members as a mobile behavioral health crisis response program. The Care Team provides crisis stabilization, safety planning, connection to community resources, and follow-up support. Services are delivered through a harm-reduction, trauma-informed, and culturally competent approach. The Care Team rides in an unmarked passenger vehicle with no lights and sirens to prevent stigma and to provide respectful care to people in crisis.

The Care Team launched September 4, 2023.

More information about this City program may be found [here](#).



Scope of Services

The City seeks experienced consultants with a strong track record of providing services in more or more of the following sub-areas: program evaluation, communications support, professional writing, conducting demographic studies and analysis, and community engagement. Consultants are encouraged to submit proposals that align with their expertise and experience, selecting the initiatives, the subareas of each chosen initiative(s), and scope items they are qualified to address. The City is not expecting consultants responding to this RFQ to submit proposals addressing each of the initiatives and work areas defined in this document. Instead, consultants are invited to select the initiatives and scope sub-areas they are interested in and qualified to support.

The tasks listed under each sub-area represent the types most likely to be requested, but other tasks may be requested as needed.

Sub-Area 1: Program Evaluation

1. Define Evaluation Objectives and Questions: In collaboration with City staff, work to define objectives and questions to be addressed as part of the evaluation.
2. Design Data Collection Methods: Determine the most appropriate data collection methods for the evaluation, such as surveys, interviews, focus groups, observation, or document analysis. Develop data collection instruments and protocols.
3. Collect and Analyze Data: Implement a data collection plan, gather relevant data from multiple sources, and analyze it using appropriate quantitative or qualitative techniques. This may involve statistical analysis, content analysis, or thematic coding, depending on the research design.
4. Interpret Findings: Interpret the results of the data analysis in the context of defined evaluation objectives.
5. Report and Communicate Results: Prepare reports summarizing the evaluation process, methods, findings, and recommendations. Share the results with City staff and community stakeholders.

Sub-Area 2: Communications Support

- 1.Strategic Communications Planning: Assist City staff with developing a comprehensive strategic communications plan that aligns with a program's objectives, outlining key messages, target audiences, communication channels, and a timeline.
- 2.Content Creation: Work with City staff to generate content, including print collateral, digital marketing assets, press releases, articles, blog posts, newsletters, reports, infographics, videos, and social media updates, to effectively convey program goals, progress, and achievements.
- 3.Media Relations: Collaborate with the City to develop and maintain strong relationships with local media outlets, including newspapers, television, radio, and online publications. Pitch story ideas, respond to media inquiries, provide media training and facilitate interviews with program staff.
- 4.Public Outreach and Engagement: Plan and execute outreach activities, such as community meetings, public forums, workshops, and surveys, to engage community members, gather feedback, and foster a sense of community involvement.
- 5.Multilingual and Inclusive Communications: Recommend strategies to reach diverse community segments, including those with limited English proficiency or special needs, through translated materials, accessibility features, and culturally sensitive messaging.
- 6.Performance Measurement: Work with the City to develop and modify metrics and key performance indicators (KPIs) to assess the effectiveness of a program and its communication efforts, gather feedback, and make data-driven improvements to the communications strategy.
- 7.Stakeholder Relationship Management: Cultivate positive relationships with stakeholders, including elected officials, community organizations, advocacy groups, and partner agencies, to build support for the program and facilitate collaboration.

Sub-Area 3: Professional Writing

1. Grant Proposal Writing: Craft persuasive and well-structured grant proposals that clearly articulate a program's objectives, strategies, and anticipated outcomes. Ensure that the proposal aligns with the grant guidelines and addresses the specific criteria set by the funding organization.
2. Editing and Proofreading: Review and edit grant proposals, reports, and other written materials to ensure clarity, coherence, and adherence to grammar and style guidelines. Correct errors, improve readability and enhance the overall quality of written documents.
3. Research and Data Gathering: Research to gather relevant data, statistics, and supporting evidence that strengthens the case for funding. This may involve collecting information about the community served, program impact, and best practices in the field.
4. Budget Narrative Development: Collaborate with program staff to create clear and persuasive budget narratives that explain how grant funds will be allocated to achieve program goals. Ensure the budget aligns with the proposed activities and is consistent with the grantor's guidelines.
5. Compliance and Reporting Support: Assist the City, as needed, with monitoring grant compliance by tracking deadlines, reporting requirements, and deliverables. Prepare and submit interim and final reports as the grantor requires, providing accurate and detailed information on program progress and outcomes.



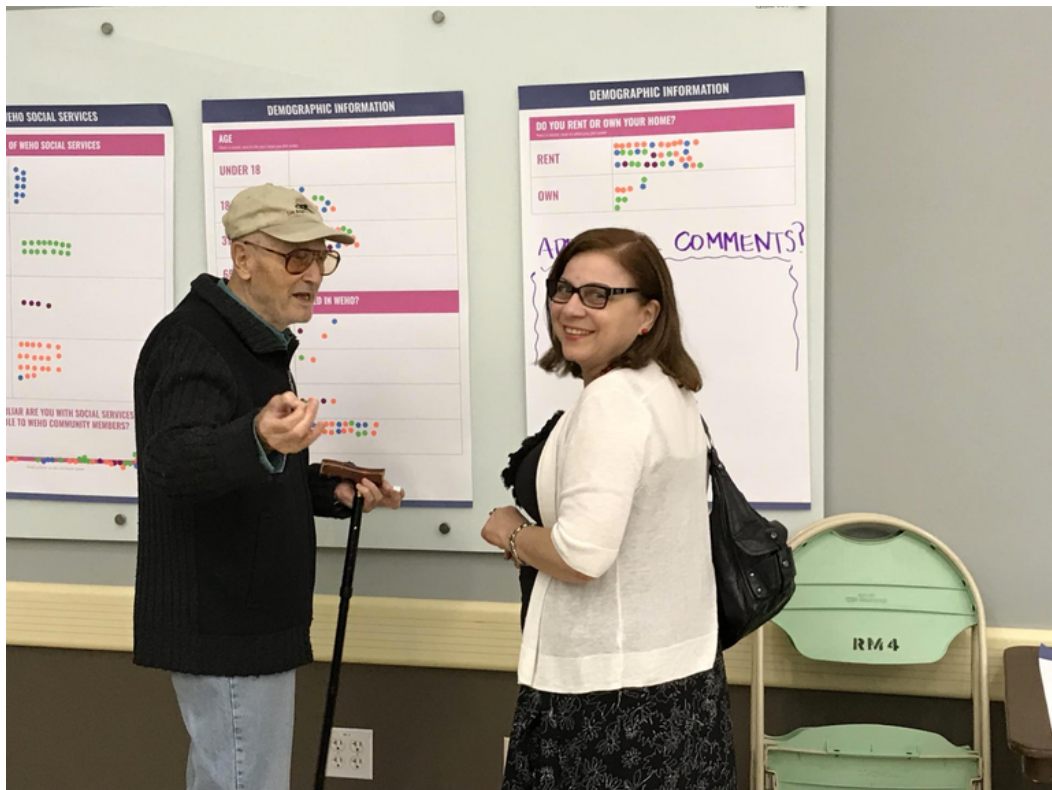
Sub-Area 4: Demographic Studies and Analysis

1. **Data Collection:** Collect comprehensive data on populations of interest, including age, gender, race/ethnicity, education level, income, employment status, and geographic location. This data can be obtained from individuals or groups of community members or sources, such as the Census Bureau, surveys, government records, and other relevant databases.
2. **Data Cleaning and Preparation:** Process and clean the collected data to remove errors, inconsistencies, and missing values. Transform and format the data for analysis, ensuring that it is ready for statistical and demographic modeling.
3. **Descriptive Analysis:** Conduct descriptive analyses to summarize key demographic trends and characteristics of the population. This may include generating tables, charts, graphs, and summary statistics to visualize and communicate demographic patterns.
4. **Statistical Modeling:** Utilize statistical techniques such as regression, cluster, or time series analysis to explore relationships and patterns within the demographic data. This can help identify factors influencing demographic changes and predict future trends.
5. **Interpretation and Reporting:** Interpret the results of the demographic analysis and provide actionable insights. Prepare a comprehensive report communicating the findings, including trends, disparities, and implications for policy or decision-making.



Sub-Area 5: Community Engagement

1. Stakeholder Mapping and Analysis: Work with City staff to identify key individuals, groups, and organizations within the community. Analyze their interests, concerns, influence, and how they might be affected by a project or initiative. Facilitate the creation of channels for regular communication with these stakeholders.
2. Organize Community Meetings and Workshops: Collaborate with the City to plan and host events to discuss community needs, share project updates, or gather feedback. Plan for the use of various facilitation techniques to encourage active participation and open dialogue.
3. Community Surveys: Design surveys to gather input on specific topics or to measure community sentiment on a project or initiative. Assist with the distribution of surveys using multiple channels (e.g., online platforms, physical mailings, in-person events) to reach a broad audience. Analyze and report survey findings to both the community and relevant stakeholders.



Qualification Requirements

To be considered for qualification, consultants should:

1. Have experience working with programs or projects in the following areas: public health, homelessness, aging, poverty, behavioral health, and community care.
2. Provide a proven track record in program evaluations, demographic studies, needs assessments, community engagement, or expertise in grant writing with a history of securing funding for projects like the ones mentioned in this RFQual.
3. Have familiarity with applicable laws and regulations and can comply with them.
4. Provide references from at least two (2) past or current clients for similar projects.
5. Possess relevant professional certifications and affiliations in their areas of expertise.
6. Be able to satisfy the City's insurance requirements as defined in contract template found in Attachment C.



Submission Requirements

Interested consultants must submit the following by the deadline:

1. A completed cover sheet (refer to Attachment A).
2. A cover letter (maximum six pages) introducing the firm/individual, summarizing qualifications, and highlighting relevant experience with specific projects in the identified sub-areas of interest. The letter should also detail individual or team accomplishments and provide examples of similar work.
3. Copies of CVs or resumes for professionals proposed to work on City projects.
4. A portfolio, case studies, or writing sample demonstrating relevant experience.
5. At least two (2) client references related to the identified sub-areas of interest, using the template provided in Attachment B.

Proposals that do not include all the required documents or do not comply with submission instructions may be deemed non-responsive and, therefore, rejected, at the City's sole discretion. A duly authorized officer of the organization must sign your proposal.



Evaluation Criteria

Submissions will be evaluated based on the following criteria:

1. Relevant Experience and Expertise (40%)
2. Proven Track Record (30%)
3. References (20%)
4. Understanding of the City's Requirements and Preliminary Approach (10%)

The Evaluation Committee will review, evaluate, and score the proposals. The best response(s) may be recommended for another round of evaluation at City's sole discretion. The city reserves the right to conduct as many rounds of evaluations as it deems reasonable or necessary in the public interest. Each round of evaluation may result in modification of scores, further clarification or addenda being issued, and changes in the RFQ process. Upon evaluation of the criteria, rating, and ranking, the Evaluation Committee may choose to conduct an oral presentation/demonstration with any proposal. Upon completion of the oral presentations/demonstrations, the Evaluation Committee members may re-evaluate, re-score and/or re-rank the proposals remaining in consideration.



Submission Deadline, Contact Information

Requests for Information Questions/Clarifications

All requests for information and questions/clarifications shall be submitted electronically via the PlanetBids portal entry for this project. Please submit any questions before 6:00 p.m. on Wednesday, November 29th, 2023. The system will not allow questions/clarifications to be received after the deadline. The City will respond to all questions submitted by Monday, December 4th, 2023.

Submission Deadline

All submissions must be received by Thursday, December 14th, 2023 at 6:00 PM. Electronic submissions are required and must be submitted via the City's PlanetBids Vendor Portal at:
<https://pbsystem.planetbids.com/portal/22761/bo/bo-detail/111533>

The City anticipates announcing contract recommendations related to this RFQal by Friday, January 12th, 2024.

Miscellaneous Items

The City reserves the right to:

- Reject any or all submissions and conduct another RFQual process if necessary.
- Request additional information or clarification from consultants.
- Amend the scope of the RFQual at its discretion. Among others, the City may modify or terminate the RFQual process at any time. The City may amend or modify the project scope of services prior to the award of contract, as necessity may dictate,
- Accept any or all proposals submitted, negotiate with any qualified source, or cancel, in part or in its entirety.
- Keep submissions and negotiations confidential until the City Council approves the final contract and/or a contract is issued. Proposals may contain financial statements or other information which constitute a trade secret. In order to protect such data from disclosure, please identify the pages by clearly marking the applicable pages as confidential.

A proposer's protest of any City decision to eliminate the proposer from further consideration for an award or to award a contract to another shall be made in writing and submitted to the City within **three business days** following notice to the proposer or award of the contract, whichever occurs first. The written protest shall be submitted to Christof Schroeder, Director of Human Services and Rent Stabilization, via email at CSchroeder@weho.org. The written protest shall fully describe each and every basis for protest and shall describe the manner in which the City failed to act within its discretion or abused its discretion. For the avoidance of doubt, City intends to reserve its discretion under this RFQual to the maximum amount allowed by law, and this RFQual shall be construed in favor of reserving City's discretion in all circumstances. Failure to wholly and timely submit a protest shall constitute a final and conclusive waiver of any rights to bring a legal action to challenge an award of a contract pursuant to this RFQual. City will not consider untimely protests or protests where the proposer failed to timely object pursuant to the process set forth herein. All proposers expressly acknowledge that the City may proceed with awarding and implementing a contract or multiple contracts pursuant to this RFQual while any protest or legal action related to a protest is pending.

ATTACHMENTS

Application Checklist

- **1. Completed Cover Sheet**
 - Refer to Attachment A for the cover sheet template.
- **2. Cover Letter (max. six pages)**
 - Introduction of the firm/individual.
 - Summary of qualifications.
 - Highlight of relevant experience with specific projects in the identified sub-areas of interest.
 - Details of individual or team accomplishments.
 - Examples of similar work previously undertaken.
- **3. Copies of CVs/Resumes**
 - For all professionals proposed to work on City projects.
- **4. Portfolio/Case Studies/Writing Sample**
 - Demonstrating relevant experience in the field.
- **5. Client References (min. 2)**
 - Use the template provided in Attachment B.

RFQual Cover Sheet

Please complete and return this completed cover sheet along with other materials requested in this RFQual.

Applicant Information

Name: _____

Contact Number: _____

Email Address: _____

Organization (if applicable): _____

Initiatives

Please check the initiatives you are interested in and qualified to support:

- HIV Zero Initiative
- Homeless Initiative
- Poverty Reduction Initiative
- Aging in Place/Aging in Community Initiative
- West Hollywood Care Team

Work Sub-Areas

Please check the sub-areas you are interested in and qualified to support:

- Program Evaluation
- Communications Support
- Professional Writing
- Demographic Studies and Analysis
- Community Engagement

RFQual Reference Form

Consultant/Firm Name: _____

Instructions:

Please provide a minimum of two (2) professional references who can attest to your performance, experience, and suitability for the project or service described in the RFQual.

Reference 1:

1. **Company/Institution Name:** _____

2. **Contact Name:** _____

3. **Contact Title/Position:** _____

4. **Contact Phone Number:** _____

5. **Contact Email:** _____

6. **Nature of Relationship (e.g., previous client, supervisor):**

7. **Brief Description of Project/Service Performed for this Reference:**

- Answer:

Reference 2:

1. **Company/Institution Name:** _____
2. **Contact Name:** _____
3. **Contact Title/Position:** _____
4. **Contact Phone Number:** _____
5. **Contact Email:** _____
6. **Nature of Relationship (e.g., previous client, supervisor):** _____
7. **Brief Description of Project/Service Performed for this Reference:**
 - Answer:

**CITY OF WEST HOLLYWOOD
AGREEMENT FOR SERVICES**

This Agreement is made on this [REDACTED]th day of [REDACTED], 2020, at West Hollywood, California, by and between the City of West Hollywood, a municipal corporation, 8300 Santa Monica Boulevard, West Hollywood, California 90069 (hereinafter referred to as the "CITY") and XYZ Company, 1500 Main Street, City, CA 90000 (hereinafter referred to as the "CONTRACTOR").

RECITALS

- A. The CITY proposes to contract for services as outlined below;
- B. The CITY conducted an RFP issued in Month, Year, and selected CONTRACTOR as the preferred service provider;
- C. The CITY conducted an RFP issued in Month, Year, and selected CONTRACTOR as the preferred service provider;
- D. The CONTRACTOR is willing to perform such services and has the necessary qualifications by reason of experience, preparation, and organization to provide such services;

NOW, THEREFORE, the CITY and the CONTRACTOR, mutually agree as follows:

1. **SERVICES.** The CONTRACTOR shall perform those services set forth in "Exhibit A," which is attached hereto and incorporated herein by reference.
2. **TERM OF AGREEMENT.** The term of this contract shall commence upon execution by both parties and shall expire on June 30, 20[REDACTED] unless extended in writing in advance by both parties.
3. **TIME OF PERFORMANCE.** The services of the CONTRACTOR are to commence upon receipt of a notice to proceed from the CITY and shall continue until all authorized work is completed to the CITY's satisfaction, in accordance with the schedule incorporated in "Exhibit A," unless extended in writing by the CITY.
4. **PAYMENT FOR SERVICES.** The CONTRACTOR shall be compensated in an amount not to exceed \$[REDACTED] for services provided pursuant to this Agreement as described in "Exhibit A." Compensation shall under no circumstances be increased except by written amendment of this Agreement. The CONTRACTOR shall be paid within forty-five (45) days of presentation of an invoice to the CITY for services performed to the CITY's satisfaction. The CONTRACTOR shall submit invoices monthly describing the services performed, the date services were performed, a description of reimbursable costs, and any other information requested by the CITY.
5. **CONTRACT ADMINISTRATION.**
 - 5.1. **The CITY's Representative.** Unless otherwise designated in writing, [REDACTED], shall serve as the CITY's representative for the administration of the project. All activities performed by the CONTRACTOR shall be coordinated with this person.

*item included to provide sample agreement that includes City insurance requirements

- 5.2. **Manager-in-Charge.** For the CONTRACTOR, [REDACTED], shall be in charge of the project on all matters relating to this Agreement and any agreement or approval made by her/him shall be binding on the CONTRACTOR. The Manager-in-Charge shall not be replaced without the written consent of the CITY.
- 5.3. **Responsibilities of the CITY.** The CITY shall provide all relevant documentation in its possession to the CONTRACTOR upon request in order to minimize duplication of efforts. The CITY's staff shall work with the CONTRACTOR as necessary to facilitate performance of the services.
- 5.4. **Personnel.** The CONTRACTOR represents that it has or will secure at its own expense all personnel required to perform the services under this Agreement. All of the services required under this Agreement will be performed by the CONTRACTOR or under its supervision, and all personnel engaged in the work shall be qualified to perform such services. The CONTRACTOR reserves the right to determine the assignment of its own employees to the performance of the CONTRACTOR's services under this Agreement, but the CITY reserves the right, for good cause, to require the CONTRACTOR to exclude any employee from performing services on the CITY's premises.
6. **TERMINATION.**
- 6.1. **Termination for Convenience.** Either party may terminate this Agreement without cause and in its sole discretion at any time by giving the other party thirty (30) days' written notice of such termination. In the event of such termination, the CONTRACTOR shall cease services as of the date of termination and shall be compensated for services performed to the CITY's satisfaction up to the date of termination.
- 6.2. **Termination for Cause.** All terms, provisions, and specifications of this Agreement are material and binding, and failure to perform any material portion of the work described herein shall be considered a breach of this Agreement. Should the Agreement be breached in any manner, the CITY may, at its option, terminate the Agreement not less than five (5) days after written notification is received by the CONTRACTOR to remedy the violation within the stated time or within any other time period agreed to by the parties. In the event of such termination, the CONTRACTOR shall be responsible for any additional costs incurred by the CITY in securing the services from another contractor.
7. **INDEMNIFICATION.** CONTRACTOR 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 attorneys fees, expert fees and all other costs and fees of litigation) of every nature arising out of or in connection with CONTRACTOR'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 CONTRACTOR'S legal counsel

unacceptable, then CONTRACTOR shall reimburse the CITY its costs of defense, including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation. The CONTRACTOR 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.

8. INSURANCE REQUIREMENTS.

8.1. The CONTRACTOR, at the CONTRACTOR's own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:

8.1.1. **Workers' Compensation Coverage.** The CONTRACTOR 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 CONTRACTOR 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 subcontractor's employees. Any notice of cancellation or non-renewal 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 CONTRACTOR for City.

This provision shall not apply if the CONTRACTOR has no employees performing work under this Agreement. If the CONTRACTOR has no employees for the purposes of this Agreement, the CONTRACTOR shall sign the "Certificate of Exemption from Workers' Compensation Insurance" which is attached hereto and incorporated herein by reference as "Exhibit B."

8.1.2. **General Liability Coverage.** The CONTRACTOR 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.

8.1.3. **Automobile Liability Coverage.** The CONTRACTOR shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONTRACTOR 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. If CONTRACTOR or

CONTRACTOR's employees will use personal autos in any way on this project, CONTRACTOR shall obtain evidence of personal auto liability coverage for each such person.

- 8.2. **Endorsements.** Each general liability and automobile liability insurance policy shall be issued by insurers possessing a Best's rating of no less than A-:VII. Each general liability insurance policy shall be endorsed with the specific language of Section 8.2.1 below. CONTRACTOR also agrees to require all contractors, and subcontractors to do likewise.
- 8.2.1. "The CITY, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds with respect to liability arising out of work performed by or on behalf of the CONTRACTOR, including materials, parts, or equipment furnished in connection with such work or operations."
- 8.2.2. This policy shall be considered primary insurance as respects the CITY, its elected or appointed officers, officials, employees, agents, and volunteers. Any insurance maintained by the CITY, including any self-insured retention the CITY may have, shall be considered excess insurance only and shall not contribute with this policy.
- 8.2.3. This insurance shall act for each insured and additional insured as though a separate policy had been written for each, except with respect to the limits of liability of the insuring company.
- 8.2.4. Notwithstanding the provisions included in any of the ISO Additional Insured Endorsement forms, CONTRACTOR acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amounts of coverage required. Any insurance proceeds available to the CITY in excess of the limits and coverage required in this agreement and which is applicable to a given loss will be available to the CITY.
- 8.2.5. The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents regardless of the applicability of any insurance proceeds, and agrees to require all subcontractors to do likewise.
- 8.2.6. 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.
- 8.2.7. The insurance provided by this policy 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.
- 8.2.8. Contractor agrees to provide immediate notice to City of any claim or loss against Contractor arising out of the work performed under this

agreement. City assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve City.

- 8.3. **Self Insured Retention/Deductibles.** All policies required by this Agreement shall allow City, as additional insured, to satisfy the self-insured retention ("SIR") and/or deductible of the policy in lieu of the CONTRACTOR (as the named insured) should CONTRACTOR fail to pay the SIR or deductible requirements. The amount of the SIR or deductible shall be subject to the approval of the City Attorney and the Finance Director. CONTRACTOR understands and agrees that satisfaction of this requirement is an express condition precedent to the effectiveness of this Agreement. Failure by CONTRACTOR as primary insured to pay its SIR or deductible constitutes a material breach of this Agreement. Should City pay the SIR or deductible on CONTRACTOR's behalf upon the CONTRACTOR's failure or refusal to do so in order to secure defense and indemnification as an additional insured under the policy, City may include such amounts as damages in any action against CONTRACTOR for breach of this Agreement in addition to any other damages incurred by City due to the breach.
- 8.4. **Certificates of Insurance.** The CONTRACTOR shall provide certificates of insurance with original endorsements to the CITY as evidence of the insurance coverage required herein. Certificates of such insurance shall be filed with the CITY on or before commencement of performance of this Agreement. Current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement. The CONTRACTOR shall provide written evidence of current automobile coverage to comply with the automobile insurance requirement.
- 8.5. **Failure to Procure Insurance.** Failure on the part of the CONTRACTOR to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate this Agreement pursuant to Section 6.2 above.
9. **ASSIGNMENT AND SUBCONTRACTING.** The parties recognize that a substantial inducement to the CITY for entering into this Agreement is the professional reputation, experience, and competence of the CONTRACTOR. Assignments of any or all rights, duties, or obligations of the CONTRACTOR under this Agreement will be permitted only with the express consent of the CITY. The CONTRACTOR shall not subcontract any portion of the work to be performed under this Agreement without the written authorization of the CITY. If the CITY consents to such subcontract, the CONTRACTOR shall be fully responsible to the CITY for all acts or omissions of the subcontractor. Nothing in this Agreement shall create any contractual relationship between the CITY and subcontractor nor shall it create any obligation on the part of the CITY to pay or to see to the payment of any monies due to any such subcontractor other than as otherwise is required by law.
10. **COMPLIANCE WITH LAWS, CODES, ORDINANCES, AND REGULATIONS.** The CONTRACTOR shall use the standard of care in its profession to comply with all applicable federal, state, and local laws, codes, ordinances, and regulations.

- 10.1. **Taxes.** The CONTRACTOR agrees to pay all required taxes on amounts paid to the CONTRACTOR under this Agreement, and to indemnify and hold the CITY harmless from any and all taxes, assessments, penalties, and interest asserted against the CITY by reason of the independent contractor relationship created by this Agreement. In the event that the CITY is audited by any Federal or State agency regarding the independent contractor status of the CONTRACTOR and the audit in any way fails to sustain the validity of a wholly independent contractor relationship between the CITY and the CONTRACTOR, then the CONTRACTOR agrees to reimburse the CITY for all costs, including accounting and attorneys' fees, arising out of such audit and any appeals relating thereto.
- 10.2. **Workers' Compensation Law.** The CONTRACTOR shall fully comply with the workers' compensation law regarding the CONTRACTOR and the CONTRACTOR's employees. The CONTRACTOR further agrees to indemnify and hold the CITY harmless from any failure of the CONTRACTOR to comply with applicable workers' compensation laws. The CITY shall have the right to offset against the amount of any compensation due to the CONTRACTOR under this Agreement any amount due to the CITY from the CONTRACTOR as a result of the CONTRACTOR's failure to promptly pay to the CITY any reimbursement or indemnification arising under this Section.
- 10.3. **Licenses.** The CONTRACTOR represents and warrants to the CITY that it has all licenses, permits, qualifications, insurance, and approvals of whatsoever nature which are legally required of the CONTRACTOR to practice its profession. The CONTRACTOR represents and warrants to the CITY that the CONTRACTOR shall, at its sole cost and expense, keep in effect or obtain at all times during the term of this Agreement any licenses, permits, insurance, and approvals which are legally required of the CONTRACTOR to practice its profession. The CONTRACTOR shall maintain a City of West Hollywood business license, if required under CITY ordinance.
- 10.4. **Code of Ethics.** CONTRACTOR hereby affirms that it will abide by the provisions of the West Hollywood Code of Ethics throughout the term of this Agreement. A copy of the Code of Ethics is attached as Exhibit E.
11. **CONFLICT OF INTEREST.** The CONTRACTOR confirms that it has no financial, contractual, or other interest or obligation that conflicts with or is harmful to performance of its obligations under this Agreement. The CONTRACTOR shall not during the term of this Agreement knowingly obtain such an interest or incur such an obligation, nor shall it employ or subcontract with any person for performance of this Agreement who has such incompatible interest or obligation.
12. **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, national origin, sex, sexual orientation, gender identity, political affiliation or opinion, medical condition, or pregnancy or pregnancy-related condition. The CONTRACTOR will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, religion, color, national origin, sex, sexual orientation, gender identity, political affiliation or opinion,

medical condition, or pregnancy or pregnancy-related condition. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoffs or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The CONTRACTOR agrees to include in all solicitations or advertisements for employment and to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

13. **LIVING WAGE ORDINANCE.** 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.
14. **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.
15. **RESTRICTIONS: Arab League Boycott of Israel.** The CONTRACTOR hereby affirms it does not honor the Arab League Boycott of Israel.
16. **RECORDS AND AUDITS.** The CONTRACTOR shall maintain accounts and records, including personnel, property, and financial records, adequate to identify and account for all costs pertaining to this Agreement and such other records as may be deemed necessary by the CITY or any authorized representative. All records shall be made available at the request of the CITY, with reasonable notice, during regular business hours, and shall be retained by the CONTRACTOR for a period of three years after the expiration of this Agreement.
17. **OWNERSHIP OF DOCUMENTS.** It is understood and agreed that the CITY shall own all documents and other work product of the CONTRACTOR, except the CONTRACTOR's notes and workpapers, which pertain to the work performed under this Agreement. The CITY shall have the sole right to use such materials in its discretion and without further compensation to the CONTRACTOR, but any re-use of such documents by the CITY on any other project without prior written consent of the CONTRACTOR shall be at the sole risk of the CITY. The CONTRACTOR shall at its sole expense provide all such documents to the CITY upon request.
18. **INDEPENDENT CONTRACTOR.** The CONTRACTOR is and shall at all times remain as to the CITY a wholly independent CONTRACTOR. Neither the CITY nor any of its agents shall have control over the conduct of the CONTRACTOR or any of the CONTRACTOR's employees or agents, except as herein set forth. The CONTRACTOR shall not at any time or in any manner represent that it or any of its agents or employees are in any manner agents or employees of the CITY. The CONTRACTOR shall have no power to incur any debt, obligation, or liability on behalf of the CITY or otherwise act on behalf of the CITY as an agent.

19. **NOTICE.** All Notices permitted or required under this Agreement shall be in writing, and shall be deemed made when delivered to the applicable party's representative as provided in this Agreement. Additionally, such notices may be given to the respective parties at the following addresses, or at such other addresses as the parties may provide in writing for this purpose.

Such notices shall be deemed made when personally delivered or when mailed forty-eight (48) hours after deposit in the U.S. mail, first-class postage prepaid, and addressed to the party at its applicable address.

City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069-6216

Attention: _____

CONTRACTOR:
Organization Name
Street Address, City State ZIP

Attention: _____

20. **GOVERNING LAW.** This Agreement shall be governed by the laws of the State of California.
21. **ENTIRE AGREEMENT; MODIFICATION.** This Agreement supersedes any and all other agreements, either oral or written, between the parties, and contains all of the covenants and agreements between the parties. Each party to this Agreement acknowledges that no representations, inducements, promises, or agreements, oral or otherwise, have been made by any party, or anyone acting on behalf of any party, which are not embodied herein. Any agreement, statement, or promise not contained in the Agreement, and any modification to the Agreement, will be effective only if signed by both parties.
22. **WAIVER.** Waiver of a breach or default under this Agreement shall not constitute a continuing waiver of a subsequent breach of the same or any other provision under this agreement. Payment of any invoice by the CITY shall not constitute a waiver of the CITY's right to obtain correction or replacement of any defective or noncompliant work product.
23. **EXECUTION.** This Agreement may be executed in several counterparts, each of which shall constitute one and the same instrument and shall become binding upon the parties when at least one copy hereof shall have been signed by both parties hereto. In approving this Agreement, it shall not be necessary to produce or account for more than one such counterpart.
24. **AUTHORITY TO ENTER AGREEMENT.** The CONTRACTOR has all requisite power and authority to conduct its business and to execute, deliver, and perform this Agreement. Each party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and to bind each respective party.

**CITY OF WEST HOLLYWOOD
AGREEMENT FOR SERVICES**

IN WITNESS WHEREOF, the parties have executed this Agreement the ____ day of _____, 20__.

CONTRACTOR:

Name, Title

CITY OF WEST HOLLYWOOD:

Department Director

Paul Arevalo, City Manager

ATTEST:

Yvonne Quarker, City Clerk

Sample

**CITY OF WEST HOLLYWOOD
AGREEMENT FOR SERVICES**

Exhibit A

Scope of Services:

Include specific tasks, in-person meetings, interim work products (if any) and at least one final work product (e.g., a report or memo).

Time of Performance:

Include a schedule or timeline for delivering interim and final work products. May include specific dates or the number of weeks (e.g., within 30 days of project initiation).

Special Payment Terms:

(only if additional to section C.4. on page 1)

NONE

E.g., include a pricing sheet or hourly rate, if required or implied. Otherwise, state "None".

**CITY OF WEST HOLLYWOOD
AGREEMENT FOR SERVICES**

Exhibit B

**Certificate of Exemption from
Workers' Compensation Insurance**

| | |
|-----------------|---|
| <i>TO:</i> | City of West Hollywood |
| <i>SUBJECT:</i> | Sole Proprietor/Partnership/Closely Held Corporation with No Employees |

Please let this memorandum notify the City of West Hollywood that I am a

- sole proprietor
- partnership
- nonprofit organization
- closely held corporation

and **do not have any employees whose employment requires me to carry workers' compensation insurance.** Therefore, I do not carry worker's compensation insurance coverage.

Contractor Signature _____

Printed Name of Contractor _____

Date _____

**CITY OF WEST HOLLYWOOD
CODE OF ETHICS FOR CONTRACTORS**

The purpose of this Code of Ethics (“Code of Ethics”) is to define the ethical standards for CONTRACTORS providing services to the CITY of West Hollywood. This Code of Ethics consists of policies and implementing rules intended to advance the CITY’s goals of providing professional services to the public. All CONTRACTORS hired by the CITY shall pledge in writing to abide by the CITY’s Code of Ethics.

Policy 1. CONTRACTORS shall be committed to the CITY.

Rules:

1.1 CONTRACTOR will serve the CITY with integrity, competence, independence, objectivity, and professionalism.

1.2 CONTRACTOR will mutually establish with the CITY realistic expectations of the benefits and the results of the services.

1.3 CONTRACTOR will only accept assignments for which CONTRACTOR possesses the requisite experience and competence to perform and will only assign staff or engage colleagues with the knowledge and expertise needed to serve the CITY effectively.

1.4 Before accepting any engagement, CONTRACTOR will ensure that CONTRACTOR has worked with the CITY to establish a mutual understanding of the objectives, scope, work plan, and fee arrangements.

1.5 CONTRACTOR will treat appropriately all confidential CITY information that is not public knowledge, take reasonable steps to prevent it from access by unauthorized people, and will not take advantage of proprietary or privileged information, either for use by CONTRACTOR or any third party, without the CITY’s express written permission.

1.6 CONTRACTOR will avoid conflicts of interest or the appearance of such and will immediately disclose to the CITY circumstances or interests that CONTRACTOR believe may influence the judgment or objectivity of CONTRACTOR.

1.7 CONTRACTOR will offer to withdraw from a consulting assignment when CONTRACTOR believes the objectivity or integrity of the CONTRACTOR may be impaired.

**CITY OF WEST HOLLYWOOD
CODE OF ETHICS FOR CONTRACTORS**

Policy 2. CONTRACTORS shall be committed to fiscal integrity.

Rules:

2.1 CONTRACTOR will agree in advance with the CITY on the basis for fees and expenses and will charge fees that are reasonable and commensurate with the services delivered and the responsibility accepted.

2.2 CONTRACTOR will not accept commissions, remuneration, or other benefits from a third party in connection with the recommendations to the CITY and will disclosure in advance any financial interests that form any part of recommendations to the CITY.

Policy 3. CONTRACTORS shall be committed to the public and the profession.

Rules:

3.1 CONTRACTOR will report to the CITY Manager any violation of this Code of Ethics, dangerous behavior, or illegal activities witnessed by the CONTRACTOR during the performance of the services for the CITY.

3.2 CONTRACTOR will respect the rights of consulting colleagues and consulting firms and will not use their proprietary information or methodologies without permission.

3.3 CONTRACTOR will represent the profession with integrity and professionalism in relations with clients, colleagues, and the general public.

3.4 CONTRACTOR will not advertise services in a deceptive manner or misrepresent or denigrate individual consulting practitioners, consulting firms, or the consulting profession.

3.5 CONTRACTOR will promote adherence to the Code of Ethics by other member CONTRACTORS working on CONTRACTOR's behalf.

Approved by City Council Minute Order on February 3, 2020