

**Request for Proposals (RFP)  
City of Albany, CA**



**Executive Recruitment Services for the  
Finance & Administrative Services Director Position**

Issue Date: October 15, 2013

Deadline for Submissions: **October 25, 2013, Noon**

## **Services Needed**

The City of Albany is seeking proposals from executive search firms to assist the City in recruiting, qualifying, and securing a candidate for the Finance & Administrative Services Director position. The previous Finance & Administrative Services Director recently retired in August, 2013, after twelve years of service.

Additionally, the City is currently utilizing a professional firm to recruit a City Manager, following the retirement of the City's previous City Manager after serving 12 years in the position. It is anticipated that the City Manager recruitment will be completed in December, 2013 or early January, 2014.

## **City Overview**

The City of Albany is located in northern Alameda County, approximately 14 miles northeast of San Francisco. The City encompasses 1.7 square miles and is bounded by the City of El Cerrito to the north and the City of Berkeley to the south. The City is bounded by San Francisco Bay to the west and has public beach access and open space along the Bay frontage. Both I-80 & I-580 are located in the City limits, on the west side of the City.

The population as of 2010 Census is 18,539. There are 7,889 housing units in the City. The City is largely built out as the housing stock was largely constructed from 1920-1950. The City has two primary commercial corridors, San Pablo Avenue and Solano Avenue. The San Pablo Ave. corridor has a variety of businesses establishments including auto repair, restaurants, local bars, and miscellaneous retail. Solano Avenue also has restaurant establishments, locally owned retail businesses, and an independent movie theater among other uses. Mixed use residential buildings are present in both corridors. Albany's former redevelopment district is located adjacent the freeways on Eastshore and Cleveland Avenue.

City Departments include Police, Fire & Emergency Medical Services, Community Development, Public Works, Finance & Administrative Services, City Clerk, and Recreation & Community Services. The City has a workforce of approximately 90 permanent full-time employees and 35 part-time employees. The City has a General Fund Budget of approximately \$18 million.

## **City Charter**

Albany is a Charter City governed by five Council Members, elected at large, one of whom is selected from the Council to serve as Mayor. As provided for in Section 3.01 of the Albany City Charter, department heads, including the Finance & Administrative Services Director, are appointed by the City Council. Thus, the City Council will conduct final interviews and select preferred candidate.

Further information on employee benefits and governmental operations can be found on the City's website at [www.albanyca.org](http://www.albanyca.org).

## Scope of Work

The City is seeking an executive search firm that will assist in defining the qualifications and skills of the preferred candidate, initiate an aggressive marketing approach to find the right candidate, and guide the Council through the final selection.

The general scope of work for the consultant should include the following tasks:

- *Development of Candidate Profile.* The consultant will meet with key staff to develop a written profile of the preferred candidate.
- *Development of Recruitment Brochure and Advertising Campaign.* The consultant will develop a recruitment brochure that discusses the community, organization, position, and anticipated terms of employment. The consultant will define how the brochure would be utilized in the advertising and recruitment process.
- *Screening and Selecting the Top Candidates.* The consultant will screen the candidates in coordination with key staff to a limited number for further consideration by the City Council. A written report shall be prepared on each top candidate for Council consideration. The consultant will facilitate the final interviews of the top candidates by the City Council.
- *Conduct Reference Checks.* The consultant will conduct detailed background checks of top candidate(s) and gain information as to their strengths and weaknesses.
- *Assist in sharing information with final candidate on City benefits and terms of employment, providing feedback to City Management.*

The position is covered by benefits provided to all employees designated as part of the Albany Municipal Services Joint Powers Authority.

The Albany City Council implemented pension reform in advance of the State Legislation which enacted revisions to the PERS Pension formula that can be offered under the Public Employee Pension Reform Act (PEPRA). Therefore, the Pension Benefit offered will differ depending on whether the selected candidate qualifies as a PERS "Classic" employee or is new to the PERS system and subject to PEPRA.

City of Albany PERS Classic Employee Pension Formula: 2% @ Age 60.

New PEPRA Employee Pension Formula 2% @ Age 62.

A complete description of Management Employee Benefits can be viewed at: <http://www.albanyca.org/index.aspx?page=922>

- *Timeline.* The City is open to recommendations and input on a final schedule. The following tentative timeline is one approach:

Approval of Recruitment Firm	November 4, 2013
Recruitment Open	December 2, 2013
Final Filing Date	January 22, 2014
Review of Applications- Selection of Interviewees	February 14, 2014
Completion of City Council Interviews	March 14, 2014
Target Date to have new Director on Board	April 30, 2014

## **Budget/Contract**

A fixed-price contract will be based on the final scope of work that is agreed upon between the City Council and consultant. The contract will include the extent of services to be rendered and the method and timing of compensation.

Proposals must include a time, task, personnel, and cost estimate matrix that is realistic for the approach proposed. Respondents are asked to tender a cost estimate that is commensurate with the scope of work defined herein. The budget must cover all anticipated costs including consultant fees, mileage, and reimbursable costs.

The City reserves the right to award no contract. The City reserves the right to negotiate modifications to the proposals presented and/or the use of specific individuals or firms.

## **Proposal Requirements**

All proposals submitted shall be in letter form and submitted electronically. The proposal shall contain the following minimum information and materials:

*Team Members.* Names and résumés of staff members and subcontractors (if any) who will be working on this recruitment. The consultant team’s Program Manager must be identified and a list of all project personnel along with their specific responsibilities must be included. Those named in the proposal must be those who conduct this recruitment.

*Relevant Work Experience.* A listing and discussion of similar work conducted for other public agencies, with an emphasis on work completed for cities of comparable size and location. Provide references for three successful recruitments for similar Finance positions in the past year. Indicate which staff members worked on the project.

*Project Approach.* Information on approach and work program for all services requested, including the following minimum information:

- a) Briefly describe the methodology and organizational approach the respondent would use to assist the City, including critical elements and special methodologies that would be used to ensure that City objectives are satisfied.

- b) Work schedule for the proposed work program in tabular form. The work schedule must set forth a time frame for completion of service tasks and the submittal of work products.
- c) The number and type of meetings to be conducted.
- d) Describe any unique approaches or services offered under the proposal.

*Cost Schedule.* A section of the proposal should include an itemized cost estimate for the various tasks to be performed. The cost schedule must list the estimated hourly charge and hours to be assigned for staff members and/or subcontractors. It shall also describe all charges that are billed as a Reimbursable and identify whether it can be paid directly by the City (i.e. advertisements).

*Validity of Proposal.* Provide a statement that the proposal will remain valid for a minimum of 90 days following the final due date for submission of the proposal.

*Format.* The work program and schedule must be provided in a format that can be inserted as an exhibit to a contract.

*Insurance.* Standard city Professional Insurance Required (see attached).

## **Selection Criteria and Process**

The City will evaluate qualifications based upon these criteria:

- Responsiveness to the RFP.
- Experience and demonstrated success of the Respondent in assisting local governments, notably municipalities, with an executive recruitment process. Experience with projects in the greater Bay Area environs and in cities comparable to Albany will be given greater weight. As part of this process, client references may be contacted.
- Ability to communicate effectively about the subject matter.
- Compensation rates.
- Evidence of the Respondent's ability to provide deliverables in a cost effective and timely manner.
- Other extraordinary elements or creative approaches. This particular selection criterion is intended to allow the City to expressly consider creative aspects of statements of qualifications that do not necessarily fall into other selection criteria.

As a part of its evaluation, the City may request additional information or data from Respondents, and may request Respondents to make in-person presentations of their qualifications to a panel of City representatives.

## To Submit Proposals:

Electronic submittal of proposals are due by Noon on October 25, 2013 via email to:

Nicole Almaguer, City Clerk  
City of Albany  
[nalmaguer@albanyca.org](mailto:nalmaguer@albanyca.org)  
1000 San Pablo Avenue  
Albany, CA 94706  
(510) 528-5710

## Format and Number of Copies

Respondent teams must submit proposals electronically as noted above. The City reserves the right to make all submissions available to the public.

The City anticipates that there may be an interview process with the top respondents. The final authorization is anticipated to be approved by the City Council at its meeting of November 4, 2013. The consultant will be expected to commence services immediately thereafter.

## General Conditions

1. Any material clarifications or modifications to the RFP or the selection process will be made in writing and provided to all recipients of the RFP.
2. The City reserves the right to:
  - Waive minor irregularities.
  - Modify or cancel the selection process or schedule at any time.
  - Negotiate with the second choice Respondent if it is unable to negotiate an acceptable contract with the first choice Respondent within a reasonable period of time.
  - Reject any and all proposals, and to seek new qualifications when it is in the best interest of the City to do so.
  - Seek any clarification or additional information from Respondents as is deemed necessary to the evaluation of a response.
  - Judge the veracity, substance, and relevance of the Respondents' written or oral representations, including seeking and evaluating independent information on any of the Respondents' worked cited as relevant experience.

- Contract with separate entities for various components of the services.
3. All expenses related to any Respondent's response to the RFP, or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that Respondent. The City will not, directly or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.
  4. The professional will be required to sign the City of Albany's standard Agreement for Consultant Services (ACS) and meet the City's Insurance Requirements (IR); a copy of the agreement and insurance requirements are available upon request. The contract for the performance of these services will provide that: (i) the consultant will perform its services at the direction of the City in a manner consistent with State law and City policies; and (ii) the consultant will be subject to the State law and the City's conflict of interest policies.