



REQUEST FOR PROPOSAL

FOR

**Development of a Strategic Communications
and Civic Engagement Plan for the
City of West Hollywood**

**City Manager's Department
CITY OF WEST HOLLYWOOD**

**Deadline to Submit Proposals
TUESDAY, AUGUST 6, 2013 AT 3:00 P.M. PST**

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1. INTRODUCTION

1.1. Introduction

The City of West Hollywood, hereinafter referred to as "City," is soliciting proposals from qualified consultants to provide professional services for the development of a strategic communications and civic engagement plan. The required services and performance requirements are described in the Project Information section, 2.

1.2. Background

The City of West Hollywood is a Council-Manager type municipality with five Council members elected at large to four-year terms on a staggered basis. Police service is contracted with the Los Angeles County Sheriff's Department and Fire protection through the Los Angeles County and Consolidated Fire Protection District.

With a population of over 35,000 and approximately 25,000 residential units in a land area of only 1.9 square miles, West Hollywood is a dense, urban community surrounded by the cities of Los Angeles and Beverly Hills. West Hollywood is home to a large immigrant Russian population, as well as one of the nation's best-known gay and lesbian communities. Relatively few children live in West Hollywood, as many of its residents are either adults with no children or senior citizens.

The City is home to the world famous Sunset Strip and hosts the Halloween Carnaval in October, and the Christopher Street West Gay, Lesbian and Transgender Pride Parade and Festival in June, as well as dozens of visitor attractions that include a wide variety of restaurants and entertainment venues that cater to local residents, visitors, and tourists.

1.3. Mission Statement and Core Values

In the fall of 2001, Council asked the City Manager and staff to develop a strategic plan, VISION 2020. Through ongoing meetings with all elements of the community, a new Mission Statement and Core Values were developed and five Primary Goals defined, based on what emerged as the most important issues facing the City.

Mission Statement

As a premier 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.

Core Values

- Respect and Support for People

We recognize and celebrate the diversity of our community by treating all individuals with respect for their personal dignity and providing a wide array of specialized services. We promote mutual respect, courtesy, and thoughtfulness in all interactions.

- Responsiveness to the Public

We hold ourselves accountable to the members of our community and are committed to actively seeking public participation. We promote a public process whereby we can respond to the community's needs while balancing competing interests and diverse opinions.

- Idealism, Creativity and Innovation

We value our artistic richness and support idealism and creativity. We are dedicated to consistently finding innovative and better solutions to provide the best public service possible.

- Quality of Residential Life

We maintain a balanced sense of community by protecting quality of life, conserving our historic neighborhoods, safeguarding housing affordability, and proactively governing growth with care and thought.

- Promote Economic Development

We recognize that economic development is essential to maintaining quality of life for the total community. We support an environment where our diverse and eclectic businesses can flourish, and seek mutually beneficial relationships with the business community.

- Public Safety

We protect the personal safety of our constituents and safeguard the community from the threats of natural, technological and other man-made hazards. Through preparation and planning, we minimize the effects of these disasters.

- Responsibility for the Environment

We make it our responsibility to protect and improve our natural and built environments, pursuing opportunities to preserve and create open and green space in our urban setting. We initiate partnerships with other cities and agencies to address regional and global environmental challenges.

1.4. Primary Goals and Ongoing Strategic Programs

- Maintain the City's Unique Urban Balance with Emphasis on Residential Neighborhood Livability- Recognize diverse and competing interests, and work to find balance.
- Develop Parking Opportunities- Explore the creation of off-street parking opportunities near all business districts.
- Affordable Housing- Protect and enhance affordable housing opportunities, with emphasis on Rent Stabilization laws.
- Fiscal Sustainability- Monitor, protect and increase City resources.
- Move forward on City Parks and Library and Expand and Enhance City's Green and Public Spaces - Complete the Park(s) Master Plan process and Library Project, and create and encourage more public spaces wherever feasible.

An additional list of Ongoing Strategic Programs -- programs that the City had already established as being vital to the diversity and nature of the community was also re-defined and maintained.

- Promote Economic Development while Maintaining Business Vitality & Diversity- Recognize the strength of our diverse business base.
- Upgrade Existing Buildings Infrastructure- Recognize the need to shore up aging housing and other private improvements, as well as invest in City's aging infrastructure.
- Transportation System Improvement- Work to improve vehicular and pedestrian traffic.
- East Side Revitalization- Continue to explore opportunities to enhance the East Side.
- Adaptability to Future Change- Through strategic planning, anticipate and plan for the future to ensure that we are providing relevant programs and policies.
- Institutional Integrity- Maintain and enhance government integrity in all City operations.
- Community Education- Encourage civic engagement.
- Actively Participate in Regional Issues- Effectively work and partner with our neighboring governmental agencies.
- Support People through Social Services- Continue and expand social services programs as appropriate to needs and changing demographics
- Value and encourage the broad diversity of cultures - ethnicity, age, and sexual orientation - that uniquely defines the West Hollywood community.
- Collaborative Public Safety- Promote traditional and non-traditional approaches to public safety; recognizing diversity and community involvement.
- Enhance Technology and Access for the City and its Citizens- Recognize the need to maintain City's technology infrastructure and expand access of resources to our citizens.

- Enhance and Expand Disability Access throughout the City- Encourage greater awareness and implementation of access regulations.

2. PROJECT INFORMATION

2.1. *Comprehensive Strategic Communications and Civic Engagement Audit*

Conduct a comprehensive communication and civic engagement audit of the City's communications and outreach procedures and activities targeting both internal and external audiences. In consultation with City staff, consultant shall identify priorities, procedures and techniques necessary to conduct the audit for this local government agency of more than 200 employees, 20 divisions and multiple worksites.

Processes for gathering information may include one-on-one interviews, focus groups, surveys, and other techniques. The audit shall assess agency-wide communication procedures, strategies, activities, tactics, effectiveness and impacts, and explore:

- Communication between the City and internal and external target audiences
- Communication procedures, strategies, activities, and messages
- External audiences may include but are not limited to: residents and members of the public and stakeholder groups such as residents, businesses, visitors, property owners, social service providers, and others

2.2. *Strategic Communications and Civic Engagement Plan*

The City is requesting proposals to provide professional services for the development of a strategic communications and civic engagement plan. The successful respondent will work with the City to develop a comprehensive and well-constructed communications and civic engagement plan that will increase and enhance communications throughout the city and the region and encourage wider representation and participation in community decision-making. The RFP includes an audit of current and planned communication and civic engagement procedures and activities. Additionally, the City is requesting that proposals include the development of a crisis communications plan to aid the City of West Hollywood staff in responding to a public health or public safety emergency, natural disaster and other crisis scenarios that occur within the city limits and/or the surrounding area.

This plan will become an integral and continuous component of the City of West Hollywood's daily business operations and will assist the City in effectively communicating information and soliciting input on City services, programs and initiatives to target audiences and ensure the broadest possible community awareness and representation in decision-making.

The City is seeking a consultant with some experience in communications planning for municipalities and/or non-profit organizations who can work with Council, the City Manager, and the Senior Management Team to develop a comprehensive public communications strategy. While the City currently meets its legal obligations for public information, the City wants to go beyond these requirements and improve residents experience with and knowledge of local government. The purpose of the Communications and Civic Engagement Plan is to bring unity, consistency and greater effectiveness to the City's communications and citizen involvement. The Communications and Civic Engagement Plan should offer guidance in equipping all City departments and elected officials to deliver a consistent approach to the public and information to aid in collaborative community decision-making.

Respondents shall provide the City with an approach and structure on which to:

- Build a long term communications and civic engagement program that is integrated into all departments and within the organizational culture.
- Develop strategies to encourage and empower residents and stakeholders to contribute to the health and well-being of their neighbors and their neighborhoods.
- Enhance civic engagement and communication to effectively reach all segments of our community and ensure the broadest possible community awareness and representation in decision-making.
- Develop a communication and outreach strategy that uses new technology and existing effective best practices including the City's website, social media assets, cable and YouTube broadcasts, newsletter, collateral materials and emerging technologies as communications tools.

The comprehensive strategic communications and civic engagement plan shall identify:

- The City's communications and civic engagement vision, mission, and values
- The communications and civic engagement goal
- Objectives which address priority issues
- Specific target audiences
- Strategies and activities or tactics to accomplish the goal and objectives
- A rationale for each proposed strategy and activity
- Measures for accomplishing strategies and activities

- Responsible parties assigned to each activity
- Evaluation measures for assessing the effectiveness of the City's communication and civic engagement activities
- A timeline for completing proposed strategies and activities

2.3. *Deliverables/Work Products*

- Report on comprehensive communication and civic engagement audit: findings and recommendations from the audit shall be submitted to the City in a written report
- Strategic Communications and Civic Engagement Plan including methods of optimizing which communications/outreach/involvement tools are most appropriate to utilize for a given program, project, or issue
- Establish Citizen Involvement Plans to get input for all major City initiatives
- Develop a Communications and Civic Engagement Toolkit
- Identification of communications activities and public involvement outreach requiring unified messaging, style, themes and content for PR, Social Media and Civic Engagement
- Establish a set of evaluation and data capture measurement guidelines as well as a measurement capture template/grid
- A "report-in" template and framework for regular measurement capture communications

3. INSTRUCTIONS

3.1. *Purpose*

The purpose of this Request for Proposal (RFP) is to provide interested, qualified proposers with sufficient information to enable them to submit proposals for community engagement services.

3.2. *Proposal Submission*

- By submitting a proposal the Proposer affirms that the Company is familiar with all the terms and conditions of this RFP and is sufficiently informed in all matters affecting the performance of the work and provisions of labor, supplies, material, equipment and facilities called for in this RFP. Additionally, the Proposer affirms

that the Proposal has been checked for errors and omissions and that all information provided is correct and complete.

- All proposals shall be signed in ink by the President, Chief Executive Officer, or individual authorized to act on behalf of the Company, with current Power of Attorney if applicable. The name and mailing address of the individual making the proposal must be provided.
- Proposals shall be submitted in person or by mail as follows: Four (4) sealed copies [two (2) originals and two (2) photocopies] of the completed proposals.
- No oral, telephonic or telegraphic proposal or modification of Proposal will be considered.

3.3. Budget

Based on the scope of services the City requires proposers to submit a not to exceed dollar amount in addition to an itemized hourly salary schedule of the project team plus the cost of materials. Cost is a factor in the initial evaluation of proposals received, however final scope of services and associated costs are subject to negotiation with selected proposer(s).

3.4. Disclosure of Contents of Proposal

All proposals accepted by the City of West Hollywood shall become the exclusive property of the City. **Upon opening, all proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal that are identified by the Contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary".** Each element of a proposal that the Contractor desires not to be considered a public record must be clearly marked as set forth above. If disclosure is required under the California Public Records Act or otherwise by law, the City will make an independent determination and retain the confidentiality to the extent permitted by the Public Records Act.

3.5. Proposal Due Date

Proposals will be accepted up to the hour of 3:00 PM P.S.T on August 6, 2013.

Proposals must be submitted addressed as follows:

City Clerk
Re: Strategic Communications and Civic Engagement Plan
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069

Proposals must be submitted in envelopes plainly marked with:

Proposal: Strategic Communications and Civic Engagement Plan

3.6. *Schedule of Events*

This RFP has been developed in order to provide adequate information for potential proposers to prepare proposals and to permit the City to fully consider the various factors that will affect its decision. The tentative schedule for release, submittal, evaluation and selection is:

Request for Proposal Initial Release:	07/16/2013
Final Date for Submitting Questions:	07/30/2013
Final Date for Submitting Proposal:	08/06/2013
Proposal Evaluation by City:	08/06 - 08/13/2013
Negotiations begin with finalist(s):	08/13 – 08/16/2013
Contract Begins:	08/20/2013

3.7. *Questions and Inquiries Related to RFP*

In order to avoid any potential confusion, and to minimize burden on City staff, the City is requiring that all procedural questions relating to this RFP be directed to:

Lisa Marie Belsanti
Acting Public Information Office Manager
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069
Phone: (323) 848-6378
lbelsanti@weho.org

Send an email entitled “Strategic Communications and Civic Engagement Plan” to the email address above to receive RFP updates and copies of answers to any potential proposers questions.

Specific questions relating to the content of this RFP should be submitted on or before July 30, 2013.

Any proposers found to be soliciting other members of City staff, or City Council members during this RFP process may be disqualified.

3.8. *Common Questions and Answers*

Q: Is there a pre-bid conference?

A: No. Questions about the RFP should be submitted prior to July 30, 2013, as detailed above.

Q: *Will the City grant an extension for submission of proposals?*

A: Unfortunately, extensions cannot be granted.

Q: *Is the RFP available as a Word document?*

A: The RFP is available electronically only as a PDF document.

3.9. Proposal Format

Please note: All proposals, inquiries, 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 Proposer will become the property of the City when received and are subject to public records requests.

To assist in the evaluation of the submitted proposal to this RFP, each proposal must conform to the following format:

- A letter of transmittal.
- An executive summary.
- A brief history of the Proposer's background and experience, including: company size, length of time in business, and other related information.
- All proposers must submit a detailed and realistic implementation plan that identifies proposer's approach, team, timeline and all resources that will be provided by proposer as required to fully implement proposer's proposal. In addition, proposers are to identify any sub-contractors used, and all resources that are to be provided by City.
- Detail and discuss any exceptions to this RFP.
- A sample contract, based on the City contract boilerplate, with any changes or additions noted. Please note that the response to this RFP will be included as an exhibit of the contract.

3.10. Evaluation Factors

No single criteria, 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. Specific evaluation criteria will include the following:

- Information contained in the proposal

- Experience, qualifications and references of the proposer
- Length of time in business
- Proposed Strategic Communications and Civic Engagement Plan
- Proposed timeline
- Competitive pricing
- The quality of the services offered
- The capacity of the proposer to perform the contract or provide the service promptly, within the time specified, and without delay or interference

Proposals will be evaluated against the specifications as presented in the RFP. A proposer may or may not be eliminated from consideration for failure to completely comply with one or more of the requirements depending on the critical nature of the requirements.

3.11. *Consultant Preferred Qualifications*

- At least 5 years demonstrated experience in marketing, branding, communication strategy, community outreach, digital strategy, public relations, business development, non-profit strategic planning, creative advertising and messaging
- Expert knowledge of integrated brand communications including digital (SEO and email) and social media
- Proficiency in media planning (earned, paid, online and print) and on-the-pulse of story telling trends in advertising and marketing
- Ability to creatively and strategically think about and approach problems and assigned projects
- Successful experience working in or with local governments and the nonprofit sector, the creative economy as well as California tech, start-up, foundations, social causes and small businesses is preferred
- Outstanding written and oral communication skills
- Excellent business and copywriting and editing abilities

- Ability to produce a communications strategy on an expedited schedule (approx. 12 weeks) and will lead the project in an organized, timely, process-driven way through solid account management and leadership

4. CONDITIONS

4.1. *Right to Purchase From Any Source*

The City reserves the right to purchase from any source or sources, in part or in whole, any desired products or services relating to this proposal.

4.2. *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 proposers are deemed equal, the City reserves the right to make the award to one of the two Proposers.

4.3. *Contracts*

It is recognized that the formal basis of any agreement between proposer and user is a contract rather than a proposal. In submitting proposals, proposers must include a sample contract containing all the information submitted in their proposals. The proposal will become part of the contract between the City and the successful Proposer.

4.4. *Service Date*

Proposers will specify in their proposals that the proposed beginning date of services of August 20, 2013 is acceptable and include a detailed implementation plan.

4.5. *Rights to Submitted Materials*

All proposals, inquiries, 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 Proposer will become the property of the City when received and are subject to public records requests.

4.6. *Insurance Requirements*

For the duration of the contract Proposer shall procure and maintain insurance against claims for injuries to persons or damages to property that may arise from or in connection with products and materials supplied to City. The cost of such insurance

shall be borne by the Proposer. Specific insurance provisions will be delineated in the contract between Proposer and City.

4.7. *Non-Discrimination*

The City maintains various policies related to contractual service providers. Among these is an anti-discrimination policy that requires that our contractors not discriminate in hiring on the basis of gender, race, religion, sexual orientation, or medical condition. Upon acceptance of a proposal, the City may request that the selected firm sign a statement affirming their compliance with this policy.

5. SAMPLE OF CITY STANDARD CONTRACT

This Agreement is made on this [REDACTED] day of [REDACTED], 20[REDACTED], 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 [REDACTED] (hereinafter referred to as the "CONSULTANT").

RECITALS

- A. The CITY proposes to contract for professional services as outlined below;
- B. The CONSULTANT is willing to perform such services and has the necessary qualifications by reason of experience, preparation, and organization to provide such services;
- C. NOW, THEREFORE, the CITY and the CONSULTANT, mutually agree as follows:
 1. **SERVICES.** The CONSULTANT 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 [REDACTED], 20[REDACTED] unless extended in writing in advance by both parties.
 3. **TIME OF PERFORMANCE.** The services of the CONSULTANT 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 CONSULTANT 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 CONSULTANT shall be paid within thirty (30) days of presentation of an invoice to the CITY for services performed to the CITY's satisfaction. The CONSULTANT 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 CONSULTANT shall be coordinated with this person.

- 5.2. **Manager-in-Charge.** For the CONSULTANT, [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 CONSULTANT. 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 CONSULTANT upon request in order to minimize duplication of efforts. The CITY's staff shall work with the CONSULTANT as necessary to facilitate performance of the services.
- 5.4. **Personnel.** The CONSULTANT 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 CONSULTANT or under its supervision, and all personnel engaged in the work shall be qualified to perform such services. The CONSULTANT reserves the right to determine the assignment of its own employees to the performance of the CONSULTANT's services under this Agreement, but the CITY reserves the right, for good cause, to require the CONSULTANT 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 CONSULTANT 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 CONSULTANT 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 CONSULTANT shall be responsible for any additional costs incurred by the CITY in securing the services from another CONSULTANT.
7. **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 attorneys 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 attorneys 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.

8. **INSURANCE REQUIREMENTS.**

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

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 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 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" which is attached hereto and incorporated herein by reference as "Exhibit B."

- 8.1.1. **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.

8.1.2. **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. If CONSULTANT or CONSULTANT's employees will use personal autos in any way on this project, CONSULTANT 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. CONSULTANT 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 CONSULTANT, 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. CONSULTANT 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. CONSULTANT agrees to provide immediate notice to CITY of any claim or loss against CONSULTANT 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 Owner (as the named insured) should Owner 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. Owner understands and agrees that satisfaction of this requirement is an express condition precedent to the effectiveness of this Agreement. Failure by Owner as primary insured to pay its SIR or deductible constitutes a material breach of this Agreement. Should City pay the SIR or deductible on Owner's behalf upon the Owner'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 Owner for breach of this Agreement in addition to any other damages incurred by City due to the breach."
- 8.4. **Certificates of Insurance.** The CONSULTANT 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 CONSULTANT 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 CONSULTANT 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 CONSULTANT. Assignments of any or all rights, duties, or obligations of the CONSULTANT under this Agreement will be permitted only with the express consent of the CITY. The CONSULTANT 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 CONSULTANT 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 CONSULTANT 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 CONSULTANT agrees to pay all required taxes on amounts paid to the CONSULTANT 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 CONSULTANT and the audit in any way fails to sustain the validity of a wholly independent contractor relationship between the CITY and the CONSULTANT, then the CONSULTANT 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 CONSULTANT shall fully comply with the workers' compensation law regarding the CONSULTANT and the CONSULTANT's employees. The CONSULTANT further agrees to indemnify and hold the CITY harmless from any failure of the CONSULTANT to comply with applicable workers' compensation laws. The CITY shall have the right to offset against the amount of any compensation due to the CONSULTANT under this Agreement any

amount due to the CITY from the CONSULTANT as a result of the CONSULTANT's failure to promptly pay to the CITY any reimbursement or indemnification arising under this Section.

- 10.3. **Licenses.** The CONSULTANT 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 CONSULTANT to practice its profession. The CONSULTANT represents and warrants to the CITY that the CONSULTANT 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 CONSULTANT to practice its profession. The CONSULTANT shall maintain a City of West Hollywood business license, if required under CITY ordinance.
11. **CONFLICT OF INTEREST.** The CONSULTANT 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 CONSULTANT 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 CONSULTANT 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 CONSULTANT 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 CONSULTANT 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 CONSULTANT shall abide by the provisions of the West Hollywood Living Wage Ordinance. During the term of this Agreement, the CONSULTANT 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 CONSULTANT shall abide by the provisions of the West Hollywood Equal Benefits Ordinance. During the term of this Agreement, the CONSULTANT 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 CONSULTANT'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 CONSULTANT hereby affirms it does not honor the Arab League Boycott of Israel.
16. **RECORDS AND AUDITS.** The CONSULTANT 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 CONSULTANT 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 CONSULTANT, except the CONSULTANT'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 CONSULTANT, but any re-use of such documents by the CITY on any other project without prior written consent of the CONSULTANT shall be at the sole risk of the CITY. The CONSULTANT shall at its sole expense provide all such documents to the CITY upon request.
18. **INDEPENDENT CONSULTANT.** The CONSULTANT is and shall at all times remain as to the CITY a wholly independent CONSULTANT. Neither the CITY nor any of its agents shall have control over the conduct of the CONSULTANT or any of the CONSULTANT's employees or agents, except as herein set forth. The CONSULTANT 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 CONSULTANT 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

CITY OF WEST HOLLYWOOD
AGREEMENT FOR SERVICES

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 Boulevard
West Hollywood, CA 90069-4314

Attention: _____

CONSULTANT:

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 CONSULTANT 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
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IN WITNESS WHEREOF, the parties have executed this Agreement the _____
day of _____, 20_____. CONSULTANT: Company Name

Name of Authorized Signer, Title

CITY OF WEST HOLLYWOOD:

Department Director

Paul Arevalo, City Manager

ATTEST:

Corey Schaffer, City Clerk

CITY OF WEST HOLLYWOOD
AGREEMENT FOR SERVICES

Exhibit A

Scope of Services:

Time of Performance:

Special Payment Terms:

CITY OF WEST HOLLYWOOD

AGREEMENT FOR SERVICES

Exhibit B

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

TO: City of West Hollywood

SUBJECT: 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
☐ 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 _____