



CITY OF PLEASANTON

REQUEST FOR PROPOSAL

FOR

Professional Services to Assist with Executive Evaluation Process for City Manager and City Attorney

Must be received no later than:

FRIDAY, JULY 11, 2025 @ 2:00 p.m.

Proposals Should Be Delivered Electronically to
HR@cityofpleasantonca.gov

INTRODUCTION

The City of Pleasanton (the “City”) is seeking qualified Consultants with extensive experience working with public agencies to assist with conducting its performance evaluation process for City Manager and City Attorney positions. The City seeks a skilled facilitator with experience working with elected officials and public sector employees. The goal is to develop a meaningful performance evaluation with specific and useful feedback, achievable goals, and performance objectives.

SUBMITTAL PROCESS

Bid Proposals will be received by the Human Resources Department office:

- By email to: HR@cityofpleasantonca.gov

Do not provide links or a zip file; it should be a PDF attachment(s) only
Recommend having an email delivery receipt set up to verify proof of submittal.

Deadline: Friday, July 11, 2025, by 2 p.m.

Please reference the RFP Title and ***Consultant/Firm Name*** in the Subject Line of your submittal.

TENTATIVE SCHEDULE FOR SELECTION PROCESS

Event	Date/Time
Issue Date of Solicitation	June 23, 2025
Deadline for Receipt of Proposal	July 11, 2025
Review Period of Proposals	July 14-18, 2025
Consultant Selection Date	Late July / Early August 2025

CONTACTS

Any administrative questions regarding bidding procedures and the project management should be directed to:

Xaviera Scoggins, Director of Human Resources and Labor Relations (925) 931-5052;
xscoggins@cityofpleasantonca.gov

AWARD OF CONTRACT

The City reserves the right to reject any and all proposals, to contract work with whomever and in whatever manner the City decides, to abandon the work entirely, to waive any informality or non-substantive irregularity as the interest of the City may require, and to be the sole judge of the selection process. The City also reserves the right to negotiate separately in any manner to serve the best interest of the City. The City retains the right to select a successful vendor at its sole discretion.

The selected Consultant is expected to fully understand City, State, and Federal procedures and manuals and all applicable laws and regulations necessary to complete the Scope of Work.

This RFP provides guidance but may not represent the exact form of the final project scope, pending negotiations between the selected Consultant and the City. Experience in performing similar services will be a heavily weighted factor in the selection process. Quality of performance in public relations and marketing services, ability to meet schedules and budgets, and ability to communicate effectively with City Council members, City staff, other consultants, community members, and the public will be some of the attributes and factors considered.

Please see Attachment A for the City's Standard "Professional Services Agreement". The selected Consultant will be required to satisfy all contracting requirements, including appropriate insurance.

SELECTION PROCESS

The City intends to engage the most qualified consultant available for this assignment. It is imperative the consultant's proposal fully address all aspects of the RFP. It must provide the City staff with clearly expressed information concerning the consultant's understanding of the City's specific requirements and qualifying the proposer to conduct this study in a thorough and efficient manner.

The following criteria shall be used in the evaluation of the proposer's offer of services:

- Principal staff contact
- Qualifications and Experience
- References
- Cost

SCOPE OF SERVICES

Below is a general description of the process, and the Council will consider any alternatives and suggestions to enhance the process.

A. Preparation of Questionnaire:

Consultant will prepare a questionnaire to be used for interviews with the Mayor and the individual Council Members. The questionnaires will be distributed to the Mayor and Council Members to fill out a week in advance of their scheduled interview/meeting with the Consultant. The questionnaires shall be designed to be a tool to summarize the Mayor's and the Council Members' estimation of the City Manager's and City Attorney's attainment of specific goals, as well as the performance in general areas such as:

City Attorney

- Communication;
- Key relationships between the City Attorney and the Mayor, Council, staff, public, City committees and commissions, and other government agencies as appropriate;
- Specific work priorities such as:
 - Legal advice and representation
 - Staff work
 - Cost/ Fiscal accountability and control
 - Responsiveness/ timelines and actions
- General comments on the City Attorney's performance of their duties.

City Manager

- Communication;
- Key relationships between the City Manager and the Mayor, Council, staff, public, City committees and commissions, and other government agencies as appropriate;
- Specific work priorities such as:
 - budget/finances
 - staff management/leadership
 - employee relations
 - support of the City Council
 - program management
 - public relations
- General comments on the City Manager's performance of their respective duties.

The selected consultant will also conduct a 360-degree evaluation for the City Manager, consisting of a questionnaire, to solicit feedback from the City's Department Heads and other key staff members in the City Manager's Office.

B. Conduct Interviews, Prepare Report, Facilitate Discussion, Prepare Summary:

Consultant will interview the Mayor and each of the four (4) Council Members, individually, using the interview questionnaire to gather input and evaluation of the City Manager's and City Attorney's performance. Consultant will also interview the City Manager and the City Attorney to gather their estimation of performance, achievements, and ability to meet their established goals and performance objectives. Consultant will consolidate information from all interviews and prepare a written evaluation/report. The evaluation/report should identify common themes and highlight specific areas where efforts are effective and/or improvement is needed. In addition, the City Manager's evaluation/report should also include a high-level summary of the 360-degree evaluation, identifying themes in the anonymous submissions.

The evaluations/reports will be presented to the entire Council in closed session. After presentation of the evaluations/reports, Consultant will facilitate Council discussion of the results of the interviews and input. Consultant will then facilitate discussion of the evaluation report between the City Manager and the Council and Mayor, and the City Attorney and the Council and Mayor.

REQUIRED ELEMENTS OF SUBMITTALS

A proposal will be considered acceptable if it covers all the required topics and subtopics. The information must be organized in the exact order listed.

I. COVER LETTER

The cover letter shall be signed by a person authorized by the Proposer to execute a contract with the City. It shall include: the legal name of the company; the name, address and telephone number of the principal person representing the firm; the firm's current annual dollar volume of work; and a summary of the Proposal, including a brief description of the proposed team. It shall make a commitment to accept the terms and conditions in the RFP and the Standard Agreement for Professional Services (Attachment A), including acknowledgment of receipt of all amendments and/or addenda to the RFP.

The letter shall also identify a single person for possible contact during the RFP review process regarding contract language.

II. PROJECT UNDERSTANDING AND APPROACH

This section should demonstrate an understanding of the scope of services. It should describe the general approach, organization, and staffing required for the services requested. Also, describe the firm's understanding of key issues and its

approach to resolving those issues. All sub-consultants and their roles must be identified. The consultant shall include an organizational chart identifying key personnel responsible for accomplishing all aspects of the work.

III. QUALIFICATIONS OF CONSULTANT STAFF AND SUBCONSULTANT STAFF

This section should include a list of key personnel to be assigned to the proposed RFP and qualifications for each person to be used, including sub-consultant personnel. An organizational chart or similar graphic shall also be provided that clearly shows the function each person will be expected to fulfill. It is imperative that the key personnel providing the requested services have the background, experience, and qualifications to provide the services described in this RFP. The City reserves the right to approve all key personnel individually and all sub-consultants for work on this contract.

If sub-consultants or joint consultants are proposed, describe any relevant association with the proposed sub-consultants. Provide examples of past projects on which the lead firm has worked with each sub-consultant. Indicate the percentage of the fee allocated for each participating consultant and/or sub-consultant.

After the contract is signed, the consultant may not replace key staff without written agreement by the City.

IV. EXPERIENCE OF FIRM

This section should include the relevant experience of the principal firm in conducting performance reviews for City Attorneys and City Managers. Include project descriptions, status of the services, costs, and dollar value of services provided. Clearly identify the role of key staff identified herein and identify a minimum of three (3) current and recent client references, including contact information (phone numbers and emails). The focus shall be on experience, specifically in public sector evaluation processes for city managers and city attorneys, analysis, and documentation for similar services. Only recent similar services completed in the past five years should be included in this section. During the evaluation of proposals, completed services on which the key staff proposed for this RFP had a significant role in the project will be considered to have more weight than those that did not include such personnel. Any other details that the principal firm wishes to convey about itself or its proposed subcontractors should be placed in this section.

V. COST, SCHEDULE & DEADLINES COST, SCHEDULE & DEADLINES

The following elements shall be included in describing the budget allocation in the Consultant Proposal:

- An overall cost proposal, including a breakdown of costs by activity listed in the scope of work section of this RFP;
- Personnel charge rates of the firm;
- Classification as to whether employees are reimbursed by hourly rate or salary; and,
- Any proposals for additions to, modifications of or exceptions from the Scope of Work shall be clearly stated in the proposal and fully explained in the appropriate section(s), with costs specifically broken out in this section. The City is open to innovative and/or customized measures, but reserves the right to evaluate such proposals in full prior to execution of a contract to ensure that all the needs of the project and the City are met; and,
- A detailed schedule listing sufficient activities to demonstrate an understanding of the process involved in delivering the services of this type.

ADDITIONAL INFORMATION

Requests for Supplemental Information

The City reserves the right to require the submittal of additional information that supplements or explains proposal materials.

Rejection of Proposals

The City also reserves the unqualified right to reject any or all proposals.

Reimbursement of Costs

No reimbursement whatsoever will be made by the City of any costs incurred by consultant candidates related to the preparation or presentation of proposals.

Withdrawal of RFP

Bid proposal may be withdrawn by the bidder prior to the time fixed for the opening of bids, but may not be withdrawn for a period of ninety (90) days after the opening of bids. A successful bidder shall not be relieved of the bid submitted without the City's consent or bidder's recourse to Public Contract Code sections 5100 et. seq.

Transfer of Interest

No interest in the contract shall be transferred to any other party without permission of the City.

Public Record

All responses to the Request for Proposal will become the property of the City. Once a final award is made, all bid responses, except financial and proprietary information, become a matter of public records. The City shall not in any way be liable or responsible for the disclosure of any such records or portions thereof if the disclosure is made pursuant to a request under the Public Records Act.