



TOWN OF LOS GATOS
TOWN MANAGER'S OFFICE
(408) 354-6832 Fax (408) 399-5786

CIVIC CENTER
110 E. MAIN STREET
LOS GATOS, CA 95030

Date

**RE: REQUEST FOR QUALIFICATIONS FOR A REVENUE BALLOT MEASURE CONSULTANT FOR
THE TOWN OF LOS GATOS**

NOTICE INVITING PROPOSALS:

The Town of Los Gatos is seeking the services of a qualified consulting firm (Consultant) to provide revenue ballot measure consulting services. Any Statement of Qualifications will be received electronically by the Town Manager's Office via email at Manager@losgatosca.gov, and must be received by **Day of Week, Date by Time p.m.**

SCOPE OF SERVICES:

The primary function of the Consultant is to:

- Provide professional public opinion research and polling consultant services to assess the community's perspectives on potential revenue ballot measures.
- Develop and implement a public information strategy to inform and effectively engage with the public regarding budget realities and challenges in preparation of a potential revenue ballot measure.
- Develop recommended revenue ballot measures based on the results of the research and polling for the Town Council's consideration, including analysis of viability, risks, opportunities, recommended messaging, and recommended outreach activities.
- Should the Town Council decide to pursue a revenue ballot measure, the Consultant would also:
 - Conduct follow-up surveys, polling, or public engagement as needed.
 - Refine the ballot question and relevant materials in collaboration with the Town Attorney, Town Manager, and Town staff.

BACKGROUND:

The Town of Los Gatos is nestled at the base of the Sierra Azules, and is located approximately 60 miles south of San Francisco, in the southwestern portion of Santa Clara County where the Santa Clara Valley meets the lower slopes of the Santa Cruz Mountains. This beautiful setting is home to approximately 30,000 people, a diverse economy, and excellent schools.

Over 3,000 businesses serve the residents and act as a destination point for visitors who are attracted to its restaurants, hotels and variety of shops within a pedestrian oriented downtown setting. The Town is also an inclusive community with the full mix of ages, family sizes and incomes. Los Gatos has many parks and greenbelt areas, as well as a vibrant downtown area,

with Downtown Los Gatos listed on the National Register of Historic Places.

While the Town has successfully adopted balanced annual budgets, it is recognized that additional revenue sources may be necessary to continue the Town's high levels of service into the future. The Town Council identified "Prudent Financial Management" as one of the Town's strategic priorities, which includes exploring new revenue opportunities.

QUALIFICATIONS:

The Consultant, and assigned key personnel, will meet the following minimum qualifications:

- Demonstrated experience implementing successful revenue ballot measures.
- Expertise in conducting revenue ballot measure polling, surveys, and engagement that is representative and inclusive.
- Strong project management and communication skills, with the ability to communicate effectively with diverse populations.
- At least three references from clients, preferably in the San Francisco Bay Area, where the firm supported a successful revenue ballot measure.

SUBMITTAL REQUIREMENTS:

One copy of your qualifications should be submitted electronically to the Town Manager's Office via email at Manager@losgatosca.gov, and must be received by **Day of Week, Date by Time p.m.** It is the Consultant's sole responsibility to ensure that their information is received on or before the submittal deadline. The Consultant bears all risks and delays associated with delivery of their Statement of Qualifications in response to this RFQ. The selected firm should be knowledgeable and experienced in scientific polling and successful revenue ballot measures. A Statement of Qualifications shall include the following information:

- Introduction: Include a statement of interest and pertinent introductory information.
- Experience: Include a list of relevant past, recently completed, and/or on-going projects that would substantiate the experience of the Consultant and key personnel who would provide service to the Town of Los Gatos.
- Qualifications: Name and phone number of contact person and/or project manager; qualifications that demonstrate of those individuals to successfully provide the services described in this RFQ; a reference list with names, addresses, phone numbers, business relationship, and a brief description of the project; and any current litigation you are involved with regarding your professional service and/or any litigation within the past 10 years. Include a short resume for any individuals who will be providing service to the Town.
- Organization: The total number of staff who will provide the required services and their role(s), and information on the availability of these individuals to perform on short notice and under time constraints.
- Project Approach: A statement of understanding of the nature and extent of the services required and an outline of how services will be performed, including a draft timeline and a statement of any anticipated constraints, problems, and issues that might occur during execution of the services, and suggested approaches to resolving them.

- Costs: Estimated hours and fee estimates for the required services, including attendance in-person and/or remotely at meetings and hearings.
- Attachments: The following attachments are incorporated into the Request for Qualifications and those marked “For Submittal” should be included:
 - ATTACHMENT 1 – CONFLICT OF INTEREST STATEMENT (FOR SUBMITTAL)
 - ATTACHMENT 2 – REFERENCES (FOR SUBMITTAL)
 - ATTACHMENT 3 – STATEMENT REGARDING INSURANCE COVERAGE AND WORKER’S COMPENSATION INSURANCE ACKNOWLEDGMENT CERTIFICATE (FOR SUBMITTAL)
 - ATTACHMENT 4 – SAMPLE CONSULTANT SERVICES AGREEMENT (INFORMATION)
 - Any requested changes to this agreement should be identified and included.
- Signatories: If a proposal is being made by an individual, it must be signed with the full name of the individual and include their address. If a Statement of Qualifications is being made by a partnership, it must be signed with a partnership name and by the authorized general partner. If a Statement of Qualifications is being made by a joint venture, it must include the full name, address, and signature of each member of the joint venture. If a Statement of Qualifications is being made by a corporation, it shall be signed by two officers with signing authority. Any Statement of Qualifications must be signed and dated with the full name of the individual(s) authorized on behalf of the consultant to submit a proposal for the scope of services included in the RFQ.

INSURANCE COVERAGE:

If applicable, identify carriers, types, and limits of insurance carried. If selected by the Town, the Consultant shall maintain minimum coverage requirements for commercial general liability, automobile liability, professional liability, and workers’ compensation as specified in the Consultant Services Agreement unless waived by the Town Attorney. The Consultant may achieve the required limits and coverage through a combination of primary and excess or umbrella liability insurance provided such policies result in the same or greater coverage as the coverages required by Town, and in no event shall any excess or umbrella liability insurance provide narrower coverage than the primary policy. If selected by the Town, the Consultant shall cause the insurance policies required herein to include the Town, and their respective officials, officers, employees, and volunteers as additional insureds for claims caused in whole or in part by the Consultant’s negligent acts or omissions. The Consultant shall provide certificates of insurance to the Town that evidence compliance with the above.

SELECTION CRITERIA:

The following criteria are among those that will be used to evaluate the submitted Statements of Qualifications:

1. Professional competence and track record in scientific polling and successful revenue ballot measures.
2. Experience of personnel who will be providing services.
3. If a joint venture, the track record of team members experience working together.

4. Experience working with local government agencies, the general public, and the media.
5. The Statement of Qualifications should clearly demonstrate the Consultant's understanding of the Town's overall objectives.
6. Ability to produce a high-quality report that is readable and implementable with high quality graphics and/or photos.
7. Clear approach as to how the Consultant will interact with the Town.
8. Ability to complete products in a timely manner and/or within an agreed upon time frame.
9. Experience with recent local government ballot measures in the San Francisco Bay Area desirable.
10. The Town's ability to accommodate requested changes to the Town's standard contract for services.
11. Review of references.

SELECTION PROCEDURE:

Town staff will review the submitted Statements of Qualifications. Staff will interview the firm(s) or consulting team(s) with the top Statements of Qualifications and will select the most qualified Statement of Qualifications. Once the consulting contract and fee are negotiated, staff will recommend approval of the contract to the Town Council.

CONFLICT OF INTEREST:

Respondents to this Request for Qualifications do so with the understanding that consultants to the Town owe their professional responsibility solely to the Town. Consultants shall not have or obtain any holding or interest within the Town of Los Gatos. Consultants shall have no business holdings or agreements with any individual member of the staff or management of the Town or its representatives nor shall they enter into any such holdings or agreements. In addition, consultants must warrant that as of the time of entering a contract they do not have and shall not acquire any direct or indirect interest adverse to those of the Town with regard to the services that are the subject of this RFQ. Consultants shall immediately disassociate themselves from such an interest should they discover they exist and shall, at the Town's sole discretion, divest itself of such interest. Consultants shall not knowingly and shall take reasonable steps to ensure that they do not employ a person having such an interest in the performance of an agreement contemplated by this RFQ. If after employment of a person, consultants discover they have employed a person with a direct or indirect interest that would conflict with its performance of such agreement, consultants must promptly notify Town of this employment relationship, and shall, at the Town's sole discretion, sever any such employment relationship.

PUBLIC RECORD:

All responses to this RFQ become property of the Town and will be kept confidential, subject to the requirements of the California Public Record Act, until a recommendation for award of a contract has been announced. Submittals are subject to public inspection and disclosure under the California Public Records Act. (Cal. Govt. Code sections 7920.000 and following). Unless the

information is exempt from disclosure by law, the content of any proposal, request for explanation, or any other written communication between the Town and any Consultant, and between Town employees or consultants, regarding the procurement, shall be available to the public. In any event, the Town shall have no liability to Consultant for making disclosures required by the California Public Records Act or other law, court order, legal proceeding discovery request, investigative demand, subpoena, or order from a regulatory body having jurisdiction over either of the parties. Nothing contained herein shall be construed as requiring or obligating the Town to withhold information in violation of the California Public Records Act or other laws.

SUBMITTAL OF PROPOSALS:

Submit proposals and supporting materials to:

Ms. Katy Nomura
Assistant Town Manager
Town Manager's Office
Town of Los Gatos
Address
Los Gatos, CA 95030

If you have any questions concerning this matter, please contact Assistant Town Manager Katy Nomura at (408) 354-6832 or Manager@losgatosca.gov between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday.

This Request for Qualifications is not a contract or a commitment of any kind by the Town of Los Gatos and does not commit the Town to award a contract or to pay any costs incurred in the submission of a Statement of Qualifications.

Those who submit a Statement of Qualifications grant the Town of Los Gatos release to copy and reproduce electronically, in whole or in part, all materials submitted for this Request for Qualifications for the Town's regulatory, administrative, and legal functions, including sharing of information with other governmental entities and for compliance with the California Public Records Act.

Sincerely,

Katy Nomura
Assistant Town Manager