

City of Sebastopol

REQUEST FOR STATEMENT OF QUALIFICATIONS
FOR
TITLE: COMMUNITY VITALITY CONTRACT POSITION

Statement of Qualifications
Due Date: January 30, 2020
4:00 pm



CITY MANAGER'S OFFICE
7120 BODEGA AVENUE
SEBASTOPOL, CA 95472

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BACKGROUND

The proposal seeks a contract employee who has demonstrated expertise and experience in working with public agencies and who can network with the community; engage citizen and business participation; and create collaborative partnerships to work with the City and community to improve the communication, citizen involvement with City government and work towards the overall vitality of Sebastopol.

The proposal seeks a person to understand concerns and interests of the community to help guide the discussion about what is feasible in the City of Sebastopol. Based upon community meetings (community as well as individual meetings), it is expected that the selected person will interact as the focal person between the citizens, businesses and the City.

The selected person will show demonstrated effective public outreach to all aspects of the community.

It is the city's goal to sustain and expand the goals of the City in order to provide for a high quality of life for all city residents, adjoining neighbors as well as attracting visitors and businesses alike.

Duties would include providing information to the City Council on the outcome of these interactions such as reviewing the needs and impediments for the community, communicating city values to attract persons/businesses with the same values for our City and work with the City on community engagement with the goal of a coordinated efforts to provide a clear City ombudsperson that the community can reach out to for questions/concerns/input/vision that is recommended for the continued success of our city.

QUALIFICATIONS:

Qualified applicants shall show demonstrated methodology for gathering information from the city residents, community at large, businesses community, non-profits, and other community partners regarding current challenges; community strengths; and available programs, services, and resources for a livable, workable community and show demonstrated abilities to perform within all levels of the City organization.

Qualified applicants shall show demonstrated abilities to create consensus through good interpersonal skills.

Qualified applicants shall show demonstrated abilities to use market research methodologies and public relations principles and practices.

SCOPE OF WORK

The following Scope of Work is provided to guide and not limit the applicant. It is intended to develop consensus with the community at large and the businesses community on the values and goals of the City.

TASKS:

Task 1: Review City Documents; Meet with City Staff; and Produce a Community Kick-off Meeting to introduce employee to the City and provide introduction of the goals of this position.

Task 2: Conduct “visioning sessions” to seek business and community insights and opinions on what needs to be done to improve the community at large and discuss the best ways to connect all areas of town and work with residents and businesses to collaborate to build and healthier Sebastopol (economically, visually, environmentally, etc.).

Task 3: Work with City staff to identify stakeholders and meet with all stake holders to identify specific obstacles and challenges that the City would need to overcome to promote and strengthen community vitality.

Task 4: Attend City and Community Meetings as directed by city staff and work with community outreach coordinator to ensure distribution of information to the community.

Task 5: Network with the with the community on recommendations for outreach for tourism and increase visitors to the City and Develop and guide public engagement tactics and activities to understand and evaluate community interest.

Task 6: Ombudsman to engage the public in authentic and inclusive ways by establishing connections, trust, communication methods, and an understanding of the community's unique needs and desires by visiting local non-profits, City partners, businesses to discuss and collect concerns, ideas, or visions for the City that embrace the city’s values. Will be a conduit to help provide members of the community with the information they need in order to be empowered and engaged with city government.

CITY’S RESPONSIBILITIES

INTERVIEW

Qualified applicants will be selected based on the quality, diversity and responsiveness of the proposals received. The application and qualification period are open until January 30, 2020 at 4:00 pm.

Qualified applicants will be invited to an interview with the City. The City reserves the right to conduct follow-up interviews with applicants.

SCHEDULE

This Request for Statement of Qualifications (RFQ) will be released January 2, 2020. Responses to this RFQ are due January 30, 2020 by 4:00 pm.

Qualifying applicant will be requested to enter into a Contract with the City. Contract will be presented to the City Council for approval.

GUIDELINES FOR PROPOSALS

Application/Qualifications shall be accompanied by the completed Application Form (Appendix A).

PROCESS FOR SUBMITTING PROPOSALS

Applicants are required to submit proposals through the City of Sebastopol, ATTN: City Manager's Office, 7120 Bodega Avenue, Sebastopol, CA. Submissions must be completed by the date and time specified in this RFQ. The deadline will be strictly enforced. It is the responsibility of the applicant to ensure that the application process is completed by the deadline. Please submit RFQ in a sealed envelope. Emailed copies, and late submissions will not be accepted. The City of Sebastopol reserves the right, at its sole and absolute discretion, to amend or modify any provision of this RFQ or to withdraw this RFQ at any time prior to contract award.

Application/Qualifications should focus on information requested above.

Submit one (1) paper copy of Application/Qualifications in a sealed envelope addressed to:

Larry McLaughlin

City Manager

City of Sebastopol

7120 Bodega Avenue

Sebastopol, CA 95472

RE: SOQ FOR COMMUNITY VITALITY CONTRACT POSITION

Application/Qualifications shall be submitted in person or by mail or delivery service. Faxed or email applications/qualifications will not be accepted.

