

REQUEST FOR PROPOSALS PROFESSIONAL SERVICES FOR THE LEAGUE OF CALIFORNIA CITIES, LATINO CAUCUS

Contact:
LEAGUE OF CALIFORNIA CITIES
Bismarck Obando
Bismarck@cacities.org
1400 K Street, 4th Floor
Sacramento, CA 95814
916-658-8273

1. INTRODUCTION

A. GENERAL INFORMATION AND SUBMISSION INTRUCTIONS

The League of California Cities, Latino Caucus (LCCLC), is requesting written proposals from qualified public affairs firms or consultants/individuals interested in providing professional services to the LCCLC.

All proposals should include appropriate references and a proposed professional services agreement. The proposal must be submitted to:

Via email:
Bismarck@cacities.org

Hard copy:
League of California Cities (Cal Cities)
ATTN: Bismarck Obando
1400 K Street, Suite 400
Sacramento, CA 95814

Proposals must be received at the Cal Cities office no later than **4 p.m., April 9, 2021**, and may be emailed, or mailed to the address listed above. All proposals received will be forwarded to a selection committee for review. Interviews with selected public affairs firms or consultants/individuals will follow.

The selection committee reserves the right to reject any proposal, to request additional information concerning any proposals for purposes of clarification, to accept or negotiate any modification to any proposal following the deadline for receipt of all proposals, and to waive any irregularities if such would serve the best interest of Cal Cities or the LCCLC. There is no expressed or implied obligation for Cal Cities or the LCCLC to reimburse responding individuals or firms for any expenses incurred in preparing proposals in response to this request. All inquiries regarding this Request for

Proposals should be directed to Cal Cities staff member Bismarck Obando 916-658-8273 or Bismarck@cacities.org.

2. BACKGROUND INFORMATION

League of California Cities, Latino Caucus (LCCLC)

Established in 1990, the LCCLC is a recognized group of Cal Cities. Its membership is comprised of city officials whose city is a member of Cal Cities. The LCCLC focuses on education, advocacy, intergovernmental relationships and other issues that transcend the boundaries of member cities. The LCCLC hosts its meetings in conjunction with Cal Cities meetings in April and October and holds two annual retreats in the Winter and Fall to set priorities for the next year, engage in organizational development, update LCCLC's Strategic Plan and evaluate deliverables received pursuant to a Professional Services Agreement.

The LCCLC Board of Directors consists of five (5) representatives each from the Northern, Central and Southern regions of California for a total of 15 Directors. The LCCLC has a five-member elected Executive Board. The LCCLC does not have staff to support LCCLC activities and operations.

League of California Cities (Cal Cities)

The League of California Cities is a membership association of California cities. Representing 477 cities of the state, Cal Cities is recognized and respected as the leading advocate for the common interests of California's cities. Cal Cities is highly regarded for its ability to deal with emerging issues, legislative effectiveness, legal advocacy activities and educational programs.

3. SCOPE OF SERVICES

A. PROFESSIONAL SERVICES REQUIRED

The professional services will be provided per a Professional Services Agreement overseen by the LCCLC Board of Directors (LCCLC Board) and Cal Cities.

The services include administering LCCLC's programs, seminars, activities, strategic plans, member and community outreach efforts consistent with LCCLC's mission and purpose, goals, and objectives; achieving fundraising objectives and goals to support those activities and efforts. Specific deliverables will be developed in consultation with the LCCLC Board.

B. FEES AND EXPENSES

The services will be provided on an independent contractor basis with fees set forth by the LCCLC Board under the Professional Services Agreement. Fees will reflect experience, the scope of services and fundraising on a year-to-year basis. Expenses

will be reimbursed per the terms set forth under the Professional Services Agreement, consistent with the independent contractor nature of the Agreement.

C. FEE AND EXPENSE SCHEDULE

Proposals must outline and include a fee schedule including total hours under the Agreement, overview of persons to be engaged in providing the services, and a list of expenses anticipated to be reimbursable beyond travel, hotels and meals.

D. SCOPE OF SERVICES

The following is the general scope of services:

1. Governance:
 - a. Work with the LCCLC President, Executive Board, and Board of Directors to support the LCCLC's organizational mission and purpose.
 - b. Effectively communicate with the LCCLC President, Executive Board, and Board of Directors in a timely manner to provide updates and information concerning LCCLC deliverables and to make the Board of Directors aware of all matters necessary for it to make informed organizational decisions, including legislative bills and propositions under consideration by the State of California.
 - c. Ensure that the LCCLC President, Executive Board, and Board of Directors are fully informed on the condition of the LCCLC and all-important factors influencing it; and
 - d. Work closely with the LCCLC President, Executive Board, Board of Directors, sub-committees, and LCCLC members to seek their involvement in policy decisions and strategic planning and perform other strategic and organizational duties, as needed, to sustain the health and welfare of the LCCLC.

2. Financial Affairs:
 - a. In consultation with the LCCLC Executive Board and LCCLC Treasurer, oversee and manage the financial affairs of the LCCLC. Administrative staffing will be provided by the Cal Cities accounting department.
 - b. Work with LCCLC Treasurer and Cal Cities accounting staff to aid in the preparation of an Annual Budget and LCCLC financial statements, among other related financial functions.
 - c. Aid and support the LCCLC's fundraising and revenue generation efforts and manage and oversee membership drives and renewals in a timely manner.

3. Organization Mission and Strategy:
 - a. Work with the LCCLC President, Executive Board, and the Board of Directors to ensure LCCLC's mission is fulfilled through its programs, seminars, events, strategic planning, and member and community outreach efforts.
 - b. Facilitate the implementation of LCCLC's programs, seminars, events, and activities and works closely with other professional, civil, and public, private organizations, including other caucuses and elected offices.
4. Organization Operations: Oversee and implement all day-to-day operations of the LCCLC including, but not limited to the following:
 - a. Managing and overseeing LCCLC contracts;
 - b. Promptly responding to inquiries from the LCCLC President, Executive Board, Board of Directors, the LCCLC membership, public and private businesses, elected officials and other organizations;
 - c. Keeping the LCCLC President, Executive Board and Board of Directors apprised of all affairs relating to or concerning the LCCLC;
 - d. Taking overall strategic and operational responsibility for LCCLC's programs, seminars, and events, and the expansion and execution of the LCCLC's organizational mission;
 - e. Working to expand the LCCLC's membership base and the retention of existing memberships;
 - f. Increasing and managing the LCCLC's social media visibility and platform;
 - g. Establishing and expanding sound working relationships and cooperative arrangements with community groups and organizations while building relationships to garner new opportunities;
 - h. Establishing and maintaining relationships with various organizations throughout California and utilizes those relationships to enhance the LCCLC's mission and presence;
 - i. Maintaining official records and document to ensure compliance with federal, state, and local laws and regulations;

- j. Submitting the LCCLC Caucus Work Plan updates in the Winter of 2021 and Fall of 2021 to Cal cities;
 - k. Maintaining and updating the LCCLC Caucus website and providing content for use on the Cal Cities website as necessary.
 - l. Performing other duties per Professional Services Agreement.
5. Retreat Management: Plan, manage, oversee, facilitate, administer, and implement all aspects of the LCCLC's annual Summer and Winter retreats in consultation with the LCCLC President, Executive Board, Board of Directors, and sub- committee members.
6. Fundraising: Take primary responsibility for the following fundraising activities:
- a. Contacting sources for sponsorships, donations and other financial opportunities to support the LCCLC's programs and services such as scholarships and webinars;
 - b. Maintaining contact with sponsorships sources and enhance sponsorships opportunities;
 - c. Researching and contacting potential sponsorship sources to grow the LCCLC's programs and contacts with its membership; and
 - d. Ensuring LCCLC revenues are accurately documented, filed, and resourced.

4. EVALUATION OF PROPOSALS

A. REVIEW

Proposals must be received at the Cal Cities office no later than **4 p.m., April 9, 2021**, and may be emailed or mailed to:

Via email:

Bismarck@cacities.org

Hard copy:

League of California Cities (Cal Cities)
ATTN: Bismarck Obando
1400 K Street, Suite 400
Sacramento, CA 95814
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The LCCLC Board reserves the right to reject all proposals, to request additional information concerning any proposals for purposes of clarification, to accept or negotiate any modification to any proposal following the deadline for receipt of all proposals, and to waive any irregularities if such would serve the best interest of the LCCLC as determined by the LCCLC Board. When reviewing the proposals, the Board may seek additional input from any other person they deem appropriate.

B. SELECTION CRITERIA

The LCCLC Board will use broad parameters to select the public affairs firm or consultant/individual to provide professional services to the LCCLC. The selection process will include, but is not limited to, a comprehensive review of the detailed information provided in response to Section 3, subsections A, B, C, and D.

C. TIMELINE

The LCCLC Board may conduct interviews with selected public affairs firm or consultant at the end of April 2021.