



**REQUEST FOR PROPOSAL  
Executive Recruitment Services  
City of Murrieta**

**BID ISSUED DATE**     **Friday, July 23, 2021**

**CONTACT**             Jennifer Christoffersen, Purchasing and Contracts Coordinator  
Email: [jchristoffersen@MurrietaCA.gov](mailto:jchristoffersen@MurrietaCA.gov)  
Phone Number: 951-461-6043

**PROPOSAL DUE**     **Wednesday, August 18, 2021, 2:00PM**

Mail or Deliver Address and Bid Opening Location:     **City Clerk  
City of Murrieta  
1 Town Square  
Murrieta, CA 92562**

All proposals shall be submitted electronically to Jennifer Christoffersen via email to [jchristoffersen@MurrietaCa.gov](mailto:jchristoffersen@MurrietaCa.gov) by the Proposal Due date and time.

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Attachment A     Consultant Agreement Sample

Note: This bid does not constitute an order for the goods or services specified.

**SECTION I**  
**PURPOSE OF REQUEST FOR PROPOSAL**  
**AND GENERAL TERMS AND CONDITIONS**

**1.0 PURPOSE OF REQUEST FOR PROPOSAL (RFP)**

The City of Murrieta ("City") is soliciting proposals for a qualified, professional Executive Recruitment Firm to provide executive recruitment services.

**1.1 QUESTIONS REGARDING THE RFP**

Any questions, interpretations or clarifications, either administrative or technical, about this RFP must be requested in writing prior to the date indicated in Section II. All pertinent questions will be answered in writing and conveyed to all Proposers. Oral statements concerning the meaning or intent of the contents of this RFP by any person is unauthorized and invalid. **All questions either technical, commercial or contractual in nature shall be directed to:**

Jennifer Christoffersen, City of Murrieta Purchasing & Contracts Coordinator  
jchristoffersen@MurrietaCA.gov.

**1.2 ERRORS AND OMISSIONS**

If a Proposer discovers any ambiguity, conflict, discrepancy, omission or other error in the RFP or any of its attachments, he/she shall immediately notify City of Murrieta of such error in writing and request modification or clarification of the document. Modifications will be made by addenda. Clarifications will be given by written notice to all parties who have been furnished or who have requested an RFP for proposing purposes, without divulging the source of the request for same.

If a Proposer fails to notify City of Murrieta prior to the date fixed for submission of proposals of an error in the RFP known to him/her, or an error that reasonably should have been known to him/her, he/she shall bid at his/her own risk, and if he/she is awarded the contract, he/she shall not be entitled to additional compensation or time by reason of the error or its later correction.

**1.3 ADDENDA**

The City of Murrieta may modify this RFP, any of its key action dates, or any of its attachments, prior to the bid submittal date. Addenda will be numbered consecutively as a suffix to the RFP Title. It is the Proposer's responsibility to ensure they have incorporated all addenda items. Failure to acknowledge and incorporate addenda will not relieve the Proposer of the responsibility to meet all terms and conditions of the RFP and any subsequent addenda.

**1.4 SUBMISSION OF PROPOSAL**

Proposals will be accepted on or before the date and time indicated in the Schedule of Events, Section II, in accordance with Section VI, Proposal Instructions and Format.

**1.5 PROPOSER'S COST**

Costs for developing proposals are entirely the responsibility of the Proposer and shall not be chargeable to the City of Murrieta.

**1.6 EXCEPTIONS**

If a Bidder takes exception to any part of these specifications as written, or as amended by any addenda subsequently issued, or the Agreement, they must do so in writing. Said exceptions must be submitted with the proposal. Failure to do so will be construed as acceptance of all items of the specification and the Agreement.

**1.7 DELIVERY OF PROPOSALS**

Proposals must be received via email to jchristoffersen@MurrietaCa.gov no later than 2:00 PM Wednesday, August 18, 2021. LATE PROPOSALS WILL NOT BE ACCEPTED.

**1.8 PROPOSALS BECOME THE PROPERTY OF CITY OF MURRIETA**

Proposals become the property of City of Murrieta and information contained therein shall become public property subject to disclosure laws after Notice of Intent to Award. City of Murrieta reserves the right to make use of any information or ideas contained in the proposal.

**1.9 CONFIDENTIAL MATERIAL**

Proposer must notify City of Murrieta in advance of any proprietary or confidential material contained in the proposal and provide justification for not making such material public. City of Murrieta shall have sole discretion to disclose or not disclose such material subject to any protective order which Proposer may obtain.

**1.10 REJECTION OF PROPOSALS**

City of Murrieta may reject any or all proposals and may waive any immaterial deviation in a proposal. City of Murrieta's waiver of an immaterial defect shall in no way modify the RFP documents or excuse the Proposer from full compliance with the specifications if he/she is awarded the contract. Proposals referring to terms and conditions other than City of Murrieta's terms and conditions may be rejected as being non-responsive.

City of Murrieta may make investigations as deemed necessary to determine the ability of the Proposer to perform the work, and the Proposer shall furnish to City of Murrieta all such information and data for this purpose as requested by City of Murrieta. City of Murrieta reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Proposer fails to satisfy City of Murrieta that such Proposer is properly qualified to carry out the obligations of the contract and to complete the work specified.

**1.11 CANCELLATION**

This solicitation does not obligate the City of Murrieta to enter into an agreement. City of Murrieta retains the right to cancel this RFP at any time, should the project be canceled, City of Murrieta loses the required funding, or it is deemed in the best interest of the City of Murrieta. No obligation, either expressed or implied, exists on the part of the City of Murrieta to make an award or to pay any cost incurred in the preparation or submission of a proposal.

**1.12 INSURANCE REQUIREMENTS**

The City of Murrieta requires a certificate of insurance prior to commencement of any work. An underwriter's endorsement is also required with additional insured verbiage and must be an admitted surety in the State of California.

**Commercial General Liability (CGL):** Insurance written on an occurrence basis to protect Proposer and the City of Murrieta against liability or claims of liability which may arise out of this order in the amount of two million (\$2,000,000) per occurrence and subject to an annual aggregate of four million (\$4,000,000). There shall be no endorsement or modification of the CGL limiting the scope of coverage for either insured vs. insured claims or contractual liability. All defense costs shall be outside the limits of the policy.

**Vehicle Liability Insurance:** Proposer shall also procure and shall maintain during the term of this order vehicle liability insurance in an amount not less than \$1,000,000 for injuries, including accidental death, to any one person, and subject to the same minimum for each person, in an amount not less than \$1,000,000 for each accident, and property damage insurance in an amount of not less than \$1,000,000.

**Workers' Compensation Insurance:** For all of Proposer's employees who are subject to this order and to the extent required by applicable state or federal law, Proposer's shall keep in full force and effect a Workers' Compensation policy. That policy shall provide a minimum of one million (\$1,000,000) of employers' liability coverage, and Proposer shall provide an endorsement that the insurer waives the right of subrogation against the City of Murrieta and its respective elected officials, officers, employees, agents and representatives. In the event a claim under the provisions of the California Workers' Compensation Act is filed against the City of Murrieta by a bona fide employee of Proposer participating under this Agreement, Proposer agrees to defend and indemnify the City of Murrieta from such claim.

**Professional Liability:** For all of Proposer's employees who are subject to this order, Proposer shall keep in full force and effect Professional Liability coverage for professional liability with a limit of two Million (\$2,000,000) per claim and four Million (\$4,000,000) annual aggregate. Proposer shall ensure both that: (1) the policy retroactive date is on or before the date of commencement of the services under the Agreement; and (2) the policy will be maintained in force for a period of time defined above, there will be no changes or endorsements to the policy that increase the City's exposure to loss.

#### **1.13 DISPUTES/PROTESTS**

The City of Murrieta encourages Proposers to resolve issues regarding the requirements or the procurement process through written correspondence and discussions during the period in which clarifying addenda may be issued. The City of Murrieta wishes to foster cooperative relationships and to reach a fair agreement in a timely manner.

Proposers filing a protest must do so within five (5) calendar days after Notice of Intent to Award. The protesting Proposer shall submit a full and complete written statement detailing the facts in support of the protest. Protest must be sent by certified or registered mail or delivered in person to the Procurement Officer, or designee. The City of Murrieta will provide a decision on the matter. The decision must be in writing and sent by certified or registered mail, faxed, or delivered in person to the protesting Proposer. The decision of City of Murrieta is final.

**1.14 AWARD CRITERIA**

Award, if any, will be to the Proposer whose proposal best complies with all of the requirements of the RFP documents and any addenda. Evaluation methodology and basis for award are described in Section V – Evaluation and Award Criteria.

**1.15 TERM OF THE AGREEMENT**

The period of services shall be two years with the option to renew for one additional, one year period. Annual renewals shall be automatic and based on satisfactory performance of service and unless terminated by either party with thirty (30) days written notice prior to the expiration of each annual renewal.

**1.16 CONTRACTUAL DOCUMENTS**

In the event of a conflict between documents the following order of precedence shall apply:

1. City of Murrieta Agreement
2. City of Murrieta Request for Proposal
3. Proposer's Proposal

**1.17 EXECUTION OF THE AGREEMENT**

The Agreement shall be signed by the Proposer and returned, along with the required attachments to the City of Murrieta within 10 working days. The period for execution may be changed by mutual agreement of the parties. Agreements are not effective until approved by the appropriate City of Murrieta officials. Any work performed prior to receipt of a fully executed Agreement shall be at Proposer's own risk.

**1.18 FAILURE TO EXECUTE THE AGREEMENT**

Failure to execute the Agreement within the time frame identified above shall be sufficient cause for voiding the award. Failure to comply with other requirements within the set time shall constitute failure to execute the Agreement. If the successful Proposer refuses or fails to execute the Agreement, the City of Murrieta may award the Agreement to the next qualified highest ranked Proposer.

**1.19 NON-ENDORSEMENT**

If a proposal is accepted, the Proposer shall not issue any news releases or other statements pertaining to the award or servicing of the agreement which state or imply City of Murrieta endorsement of Proposer's services.

**1.20 CONFLICT OF INTEREST**

The City requires a Statement of Economic Interests (Form 700) to be filed by any proposer who is involved in the making, or participation in the making, of decisions which may foreseeably have a material effect on any City financial interest [reference Government Code § 82019].

The City reserves the right to prohibit participation by the proposer in submitting a proposal for or providing services, goods or supplies, or any other related action, which is required, suggested or otherwise deemed appropriate in the end product of this contract.

**SECTION II  
SCHEDULE OF EVENTS**

Release of Request for Proposal	July 23, 2021
Last Day for Submission of Questions	July 29, 2021
City Response to Questions submitted via Addendum	August 4, 2021
Deadline for Receipt of Proposals	August 18, 2021 @ 2:00pm
Evaluation	August 23, 2021
Optional Interview if Required	August 26, 2021
Tentative Award	August 30, 2021
Tentative Start Date	September 1, 2021

\*NOTE: The dates subsequent to receipt of proposal may be adjusted without further notice.

**SECTION III**  
**PROPOSER'S MINIMUM QUALIFICATIONS**

- 3.0** In addition to meeting all other requirements of this RFP, all responding Proposers shall furnish verifiable evidence that their firm and personnel, at a minimum, meet the following qualifications.
- a.** Proposer must have a business license from the City prior to execution of the Agreement.
  - b.** Proposer has completed at least five (5) years of recruitment experience, preferable for federal, state, or local public sector agencies.
  - c.** Proposer must have certifications, licenses, or affiliations with the Society for Human Resources Management/Senior Certified Professional, or equivalent.

## **SECTION IV SCOPE OF WORK**

### **4.0 THE COMMUNITY**

The City of Murrieta, located in southwest Riverside County, incorporated under the general laws of the State of California on July 1, 1991, currently supports a population of over 112,000 residents. While offering affordable housing and high quality schools, the City represents a blend of dynamic growth amid the traditional values of a historic rural community dating back to the 1890's. Every resident and employee of the City has the opportunity to be an integral part in shaping the Murrieta of today, and, more importantly, the Murrieta of tomorrow.

### **4.1 SCOPE OF WORK**

Consultant will provide executive recruitment services on an as-needed basis. The City of Murrieta estimates that there will be an opportunity for approximately one (1) to two (2) recruitments per year. In the performance of Services, Consultant must comply with applicable federal, state, and local regulations concerning equal opportunity requirements and Consultant must take affirmative action to ensure equal employment opportunity.

Consultant to perform the following executive search services:

- a. Job Profile/Recruitment Brochure** - Consultant will: develop a candidate profile and recruitment strategy, conduct individual interviews with the Deputy City Manager (or their Designee); develop a recruitment brochure of the ideal candidate; place advertisements for the open position(s); and prepare mailing lists of referral sources and potential candidates. Consultant is responsible for target marketing and controlling costs associated with such marketing.
- b. Recruitment/Search, Advertising Campaign, Networking, and Screening** - Consultant will: conduct an aggressive national search; reach out to referral sources and potential candidates; conduct targeted social media and industry-specific advertising; develop a preliminary list of 10-15 candidates whose experience and background most closely fit the requirements of the position based on the candidate profile. Consultant must (i) ensure availability and interests of candidates and (ii) review credentials of each applicant based on resume, referral sources, and telephone interviews. Consultant will conduct preliminary telephone interviews and prepare a written report with the profile of each of the top 10-15 candidates.
- c. Semi-Finalist Interviews/Candidate List** - Consultant will conduct in-depth interviews with each of the semi-finalists. Consultant to meet with City Manager (or designee) to discuss the profiles of each semi-finalist and assist in deciding which candidates to invite for final interviews and condense the list to 5-6 total candidates. Consultant must provide the City with (i) well-written, detailed evaluations of each candidate including academic and professional credentials and (ii) a well-rounded profile on each finalist.
- d. Final Reference Checks** - Consultant must assist, as needed by the City, in conducting interviews of finalist candidates. Consultant must make all arrangements for necessary candidate travel, lodging, and meals. Consultant will complete a detailed reference check on the top-ranked,



selected candidates and will submit all findings in writing to the City's City Manager (or Designee).

**e. Negotiation and Approved Contract with Final Choice Candidate**

Consultant will assist in the final evaluation of all candidate data and in the selection of the final candidate who will receive the job offer. Consultant will develop and negotiate a compensation/benefits package for such candidate. Should the final candidate decline the job offer, Consultant will assist with identifying additional finalists until a final employment contract is reached or final acceptance of employment is received, as applicable.

**f. Termination of the Candidate's Employment**

- If the final candidate selected for employment by the City terminates their employment for any reason within two (2) years after the initial date of employment, Consultant must provide the City with the recruitment services described above as needed in order to appoint a replacement employee at no additional cost to the City.

## SECTION V EVALUATION AND AWARD CRITERIA

### 5.0 **EVALUATION METHOD**

All proposals shall be reviewed to verify that the Proposer has met the minimum requirements. Proposals that have not complied with requirements, do not meet minimum content and quality standards, or take unacceptable exceptions to the General Terms and Conditions, will be eliminated from further consideration. Proposals will be reviewed and evaluated by an evaluation committee comprised of City of Murrieta personnel. Award will be made in the best interest of the City of Murrieta.

### 5.1 **EVALUATION CRITERIA**

The following criteria will be used to evaluate Proposals:

	CRITERIA	WEIGHT
1.0	Qualification of Firm	50%
2.0	Methodology of Plan/Project Understanding	30%
3.0	Cost	20%
	<b>Total Points</b>	<b>100</b>

- a. **Qualification of Firm** – Qualifications to be considered include but are not limited to: technical experience in performing work of a closely similar nature; experience working with other public agencies; record of completing work on schedule; strength and stability of firm; technical experience and strength and stability of proposed sub-contractors; and assessments by client references. Qualifications of project staff will also be considered, particularly key personnel, and, especially, the project manager. Other factors to be considered include but are not limited to key personnel's level of involvement in performing related work, logic of project organization; adequacy of labor commitment, and concurrence in the restrictions on changes in key personnel.
- b. **Methodology of Plan/Project Understanding** – Proposer's demonstrated understanding of project requirements, potential problem areas and project approach.
- c. **Cost** – Reasonableness of the fee and costs and competitiveness of this amount with other proposals received; adequacy of data in support of figures quoted; basis on which prices are quoted.
- d. **Optional Interview** – In the event the City decides interviews are necessary, Proposers who are finalists will be notified as promptly as possible. Each interview will consist of a presentation no longer than one (1) hour. Notice of confirmation of interview date/time will be given by telephone or in writing.

## **SECTION VI PROPOSAL INSTRUCTIONS AND FORMAT**

### **6.0 INTRODUCTION**

To be considered responsive to this RFP, Proposer must submit proposals in the format identified in this section. All requirements and questions in the RFP must be addressed and all requested data must be supplied. The City of Murrieta reserves the right to request additional information that, in City's opinion, is necessary to assure that the Proposer's competence, number of qualified employees, business organization, and financial resources are adequate to perform according to contract.

### **6.1 DELIVERY OF PROPOSALS**

- a. Email Delivery of proposals to: **jchristoffersen@MurrietaCa.gov**
- b. Proposals must be received, no later than the date and time specified on the cover page and Schedule of Events. **LATE PROPOSALS WILL NOT BE ACCEPTED.**
- c. Proposals shall be labeled as follows: **Executive Recruitment Services**

### **6.2 PREPARATION**

Proposals should be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Responses should emphasize the Proposer's demonstrated capability to perform work of this type.

### **6.3 PROPOSAL FORMAT AND CONTENT**

Proposals shall adhere to the following format for organization and content.

- a. **Cover Letter** - The cover letter shall include a statement of intent to perform the services and confirm that all elements of the RFP have been reviewed and understood. The letter should include a brief summary of Proposers' qualifications and Proposers' willingness to enter into a contract under the terms and conditions prescribed by the City of Murrieta Consultant Agreement. The letter should be signed by an individual who can bind the Proposer contractually.
- b. **Profile of Firm** – This section shall include a brief description of the firm's size as well as the organizational structure; it shall also include a discussion of the firm's financial stability, capacity, and resources.
- c. **Qualifications of Firm** – This section shall include a brief description of the Proposer's and sub consultants qualifications and previous experience on similar or related projects. Description of pertinent project experience shall include a summary of the work performed. Proposer must provide name, title, and phone number of three (3) clients to be contacted as references.
- d. **Project Staff** – Identify the key individuals who will work with the City, along with their contact information. The proposal must describe the qualifications and experience of each professional who will participate in the project, including a resume for each member of the team. A project manager must

be designated and an organizational chart showing the manager and all project staff must be included.

- e. **Project Approach** – Proposals should include an explanation of your proposed course of action. References should be made to the requirements of this RFP and your plan for meeting those requirements. If you propose changes to the approach set forth in the Scope of Services, those changes should be specified clearly. Explain the proposed methodology that will be used and clearly demonstrate understanding of the objectives the project is intended to complete. This section should include a proposed project schedule, indicating how each task under the Scope of Services will be accomplished.
- f. **Fee Proposal** – The cost proposal must describe both the total and detailed price to complete the scope of services. It should include the reimbursement process for “other costs” associated with recruitment efforts that are expected to be reimbursed. All charges to complete a successful recruitment should be submitted and there should be no hidden costs.
- g. **Exceptions/Deviations** – State any exceptions to or deviations from the requirements of the RFP, segregating “technical” exceptions from the “contractual” exceptions. Where Proposer wishes to propose alternative approaches to meeting the City’s technical or contractual requirements, these should be thoroughly explained. If no contractual exceptions are noted, Proposer will be deemed to have accepted the contract requirements.