



REQUEST FOR PROPOSALS FOR  
EXECUTIVE RECRUITING SERVICES FOR FIRE CHIEF

**DUE DATE: September 7, 2017 AT 5:00PM PDT**

PROPOSALS MUST BE SUBMITTED TO:

**Aptos/La Selva Fire Protection District**

Director of Business Services

6934 Soquel Drive

Aptos, CA 95003

PROPOSALS WILL NOT BE ACCEPTED AFTER DATE AND TIME INDICATED ABOVE

NO EXCEPTIONS

FAXED PROPOSALS ARE NOT ACCEPTABLE

## **REQUEST FOR PROPOSALS (RFP)**

### **EXECUTIVE SEARCH FIRM**

The Aptos/La Selva Fire Protection District (A/LSFPD) Board of Directors invites qualified executive search firms and consultants to submit a written proposal to conduct an executive recruitment campaign for the position of Fire Chief. This is an excellent opportunity for an experienced, skilled administrator to apply to oversee the operations of the Aptos/La Selva Fire Protection District.

Proposals are being solicited for these services in accordance with the terms, conditions and instructions as set forth in the request for proposal. There is no expressed or implied obligation of the Aptos/La Selva Fire Protection District to reimburse responding firms for any expenses incurred in preparing proposals in response to this request or for attending any meetings or conferences.

The final award will be based on a best value concept: The Board of Directors shall consider the entire proposal for, but not limited to, proposal completeness, ability to meet requested service needs, experience in conducting executive search and recruitment, expertise and availability of key personnel, cost to the Aptos/La Selva Fire Protection District, and satisfaction of other clients.

### **A. ELIGIBILITY**

The executive search firm should specialize in recruitment for executive and senior-level management positions in the fire service. To be eligible for consideration, the proposing firm must demonstrate that it, or the principal(s) assigned to the project, has successfully completed similar services to those specified in the Scope of Work section of this RFP, with institutions similar in size and complexity to A/LSFPD.

The successful proposer will work directly with the Aptos/La Selva Fire Protection District Board of Directors, the Director of Business Services, and all other associates for all activities involved with this project. The successful proposer may be responsible for the following activities including, but not limited to: assisting with the development of the position description/profile, testing and screening

applicants, development of the search strategy, marketing, advertising and announcements, candidate assessment, conducting candidate interviews, providing report(s) of candidate assessment, and recommending the most qualified candidates for interview opportunities with the Board of Directors.

For consideration, proposals must contain evidence of the proposer's experience and abilities in the specified area and other disciplines directly related to the proposed services. All proposers shall provide profiles and resumes of the staff to be assigned to the project.

Proposals will be evaluated by the Aptos/La Selva Fire Protection District Board of Directors and will be ranked in accordance with the following criteria:

- Completeness and quality of response
- Ability to meet requested service needs
- Experience with Fire Chief recruiting
- Expertise and availability of key personnel
- Total cost to the district
- Satisfaction of other clients

## **B. BACKGROUND**

Aptos/La Selva Fire Protection District is an independent California special district in Santa Cruz County that provides fire and emergency medical services to the communities of Aptos, Rio Del Mar and La Selva Beach, and the unincorporated county areas in the surrounding region. The A/LSFPD serves approximately 30,000 people and encompasses 27 square miles. Aptos/La Selva Fire responds from three fire stations throughout the District. All three stations are staffed 24 hours a day, 7 days a week. A/LSFPD has 30 line personnel and 9 Administrative employees.

## **C. SCOPE OF WORK**

The executive search firm shall set meetings with the District's Board of Directors and other stakeholders upon execution of a contract with the District. The firm will:

- a. Review and/or suggest updates to the existing job description.

- b. Develop a candidate profile based on input provided by the District.
- c. Develop a recruitment strategy including recommending an appropriate advertisement to the Board of Directors.
- d. Carry out recruitment process.
- e. Screen all applications and create a recommended candidate list.
- f. Design and finalize the interview process, prepare interview questions for the committee's consideration, suggest panel make-up, and other associated tasks.
- g. Carry out interview process.
- h. Perform appropriate background and reference checks.
- i. Negotiate offer for hire with candidate(s) upon request by the Board of Directors.

The Aptos/La Selva Fire Protection District Board of Directors will have complete authority over the interview process and the development of the interview questions. All candidate applications will be made available to this committee prior to the finalization of a candidate list.

The search firm will be responsible for:

- a. Posting the position through local, regional and national channels, journals and publications.
- b. Receiving and reviewing resumes of applicants, determining that the candidates meet minimum qualifications and following up with telephone interviews to clarify each applicant's qualifications and experience.
- c. Preparing and presenting to the Board of Directors a written summary of at least 8 candidates with the most promising qualifications and experience.
- d. Assisting the Board of Directors in evaluating these candidates and further identifying the top 4-6 candidates for serious consideration and interviews.
- e. Conducting in-depth reference checks with individuals to evaluate candidates' past job performance, criminal history, financial background, and any other pertinent factors.
- f. Ascertain the strengths and personal dimensions of each candidate and report to the Board of Directors.
- g. Advise the Board of Directors of any other areas, services, or important steps to take that are not listed above.

The search firm will:

- a. Coordinate the candidates' schedule and participation in the interviews.
- b. Debrief the interview committee following each candidate interview and identify additional candidates if necessary.
- c. Verify selected candidate's educational background, employment record, and any other information identified in the strategy process.
- d. Notify applicants not selected.
- e. Assist the District's Board of Directors with compensation negotiations.

#### **D. TERMS AND CONDITIONS**

- a. The Board of Directors intends to select one firm to provide this service but reserves the right to reject any or all proposals without explanation.
- b. If the selected firm does not execute a written signed agreement with the Board of Directors within a reasonable amount of time, the Board reserves the right to enter into an agreement with the next most qualified firm.
- c. The Board reserves the right to request clarification of information submitted and investigate the ability of the executive search firm to meet the required needs.
- d. The Board reserves the right to waive all requirements for this proposal.

#### **E. SCHEDULE**

Search firm proposals received: no later than 5:00pm PDT on September 7, 2017

In addition to the proposal to be considered eligible for the project, interested parties shall also be available in person, by conference call, or video call on Monday, September 14<sup>th</sup>, 2017 to answer additional questions at the regularly scheduled monthly meeting of the Board of Directors.

The project will be awarded and terms finalized on that date or after.

## F. FORMAT AND CONTENTS OF PROPOSAL

The information in this section will be included with the proposal:

- a. **Cover letter:** Transmittal letter should reflect the RFP subject, name of firm, address, contact person with all applicable contact information, and date of preparation.
- b. **Qualifications:** describe the background, experience and capabilities of your firm as it relates to the Scope of Work outlined above. Highlight any successful placements in other fire departments/districts during the last five years.
- c. **Scope of Services:** Provide a scope of services and a proposed outline of tasks, products and schedules. Also, identify the extent of A/LSFPD personnel involvement deemed necessary, including key decision points at each stage of the project. Major proposed deviations from the desired scope of services outlined above should be clearly noted and justified.
- d. **Cost:** Provide cost proposal for scope of services including fixed costs, fees, expenses (including anticipated advertising expenses), reimbursable costs, and any other anticipated costs.
- e. **Consulting staff:** Provide the name, title, background and experience of the primary consultant for this project. Identify all staff who would be assigned to work directly or indirectly on this search and throughout the project.
- f. **Subcontractors:** Proposers shall identify all subcontractors they intend to use for the proposed scope of work. For each subcontractor listed, proposers shall indicate 1. What products and/or services are to be supplied by that subcontractor and; 2. What percentage of the overall scope of work that subcontractor will perform.
- g. **Insurance:** List all relevant insurance policies and coverage amounts carried by the firm. The selected proposer will be required to submit evidence of and comply with all insurance requirements deemed necessary by the Board.
- h. **References:** Provide a list of at least three clients the firm has contracted with in the past two years who can verify your firm's ability to provide the scope of services requested. Provide name, title and complete contact information for each reference. Provide a list of current clients who are receiving services like those requested in this RFP with a brief description of the work.
- i. **Performance Guarantee:** If your firm offers a performance guarantee, describe the terms and conditions under which the guarantee applies.

## **G. PROPOSAL SUBMISSION**

Deadline for submission is September 7, 2017 at 5:00pm PDT

Please submit original and 5 copies as well as a thumb drive of your proposal to:

Aptos/La Selva Fire Protection District

Director of Business Services

6934 Soquel Drive

Aptos, CA 95003

Proposals should be limited to 25 pages and be prepared simply and economically, with an emphasis on completeness and clarity of content. Proposals should not contain staples or bindings that impede easy photocopying of materials.