

**REQUEST FOR PROPOSAL FOR
DIVERSITY, EQUITY, AND INCLUSION
OUTREACH, RECRUITMENT, AND RETENTION POLICY**

Mountains Recreation and Conservation Authority

PURPOSE: This RFP provides interested parties with sufficient information to enable them to prepare and submit proposals for consideration by the Mountains Recreation and Conservation Authority (MRCA) to satisfy a need for the recruitment and outreach to underrepresented communities in the Los Angeles area for senior and professional MRCA staff positions. The MRCA seeks a strategic consultant or consulting team that will guide the MRCA to develop a plan that advances diversity, equity and inclusion (DEI) in its hiring and retention for staff positions with a particular focus on professional and senior staff positions.

WORK STATEMENT: The MRCA is a local public agency exercising joint powers of Santa Monica Mountains Conservancy, the Conejo Recreation and Park District, and the Rancho Simi Recreation and Park District pursuant to Section 6500, et seq. of the Government Code. The MRCA is dedicated to the preservation and management of local open space and parkland, watershed lands, trails, and wildlife habitat. The MRCA manages and provides ranger services for almost 60,000 acres of public lands and parks that it owns and that are owned by the Santa Monica Mountains Conservancy or other agencies and provides comprehensive education and interpretation programs for the public. The MRCA works in cooperation with the Conservancy and other local government partners to acquire parkland, participate in vital planning processes, and complete major park improvement projects.

The MRCA is an equal opportunity employer and does not discriminate on the basis of race, color, ancestry, national origin, citizenship, religion, age, medical condition, including genetic characteristics, mental or physical disability, veteran status, marital status, sex, pregnancy, sexual orientation, gender, weight, height, linguistic characteristics (such as accent and limited English proficiency, where not substantially job-related), citizenship status, or any other basis prohibited by law. The MRCA strongly encourages diverse candidates to apply for open positions.

OBJECTIVES: The MRCA seeks proposals from consultants on how best to create and implement a strategic plan to help the MRCA recruit a diverse workforce and build an inclusive workplace that will help retain staff, with a focus on senior and professional staff positions.

PROPOSAL COMPONENTS, DELIVERABLES AND REQUIREMENTS:

The proposal must include the following components:

- 1) Staffing (description of team composition, if applicable).
- 2) Qualifications & References. Provide reference information for up to five recent and comparable projects/similar work that you have completed. Please provide information in the following format:
 - Project Name & Location
 - Brief Description of Project Scope
 - Date Completed
 - Client Name, Contact Person, and Contact information (phone number, e-mail address, etc.)
- 3) Work plan (outline and format of proposal).
- 4) Proposed schedule, as described below.

Proposed Schedule. Provide a proposed schedule for project completion including timeframe for meetings with MRCA, submittal review period, and any other additional item you may deem necessary in your schedule.

Confirm Eligibility. The bidder represents and warrants that they, he, she, or the officers, directors, and/or employees of bidder are not related by blood or marriage to any member of the governing boards of the MRCA, Santa Monica Mountains Conservancy, the Santa Monica Mountains Conservancy Advisory Committee, Rancho Simi Recreation and Park District, Conejo Recreation and Park District, or any other joint powers authority of which the Santa Monica Mountains Conservancy or MRCA is a constituent member, or to any officer, director or staff member of any of the aforesaid public agencies. "Related by blood or marriage" is defined as being a parent, child (including step children), sibling, grandparent, grandchild, aunt, uncle, niece, nephew, spouse, domestic partner, father-in-law, mother-in-law, sister-in-law or brother-in-law. The MRCA reserves the right to immediately cancel any contract entered into if it discovers a breach of this warranty and representation. Bidder shall be liable for all damages sustained by the MRCA as a result of the breach.

SCOPE OF WORK: The scope of work for this RFP is for a consultant to develop and implement a strategic plan to help MRCA recruit a diverse workforce and build an inclusive workplace that will help retain staff.

The MRCA seeks an experienced consultant who can:

- I. Establish clear definition of diversity that receives broad agency support, based on evaluation of organization, stakeholders, and external benchmarks.
- II. Create measurable (quantitative and qualitative) diversity and inclusion metrics tied to MRCA agency objectives and system (e.g., recruiting, training, exiting, retaining).
- III. Evaluate current MRCA performance on meeting these goals.
- IV. Establish roadmap, with short- and long-term actions to enhance MRCA's diversity, inclusion, and retention performance. Include available resources for each element. Roadmap elements should include, but not be limited to:
 - a. Agency actions such as coordinating the implementation of trainings and designing an agency wide cultural competency to move from awareness to action and understand why diversity needs to be encouraged.
 - b. Recruitment tactics such as partnerships with schools and community organizations within the greater Los Angeles area.
 - c. Incentives.
 - d. Pathways of entry for diverse staff.
 - e. Accountability and Retention reviews.
- V. For each of the above deliverables develop stand-alone benchmarking document reviewing diversity and inclusion practices in at least 5 similar agencies or nonprofit organizations:
 - a. Definitions of diversity.
 - b. Approaches to measuring diversity and inclusion.
 - c. Performance on scorecard.

- d. Actions taken to enhance and sustain diversity and inclusion performance, as well as results seen.

SUBCONTRACTING: Any use of subcontractors is prohibited.

PROPOSAL SUBMITTAL:

One copy of the complete proposal is due at the Los Angeles River Center and Gardens by 5 p.m. on May 3, 2019. Please send the proposals to the attention of Jeffrey K. Maloney, Chief Staff Counsel. Hard copies may be mailed to 570 W. Avenue 26, Suite 100, Los Angeles, CA 90065 or submitted via email at jeff.maloney@mrca.ca.gov.

Proposals received after the deadline will not be considered for the award of contract and shall be considered void and unacceptable. Proposals shall be valid for a period of at least 90 days after the proposal submission date.

PROPOSAL SELECTION:

Contractors will be selected on the basis of:

- i. Responsiveness to RFP.
- ii. Quality of responses and extent to which MRCA parameters have been addressed.
- iii. Proven track record of past organizational diversity work.
- iv. Cost effectiveness of timeline.
- v. Preference will be given for proven experience working with public entities and environmental organizations.
- vi. Discussions for Clarification: Consultants who submit proposals may be required to make oral or written clarification to ensure a thorough mutual understanding.
- vii. Proposal Contents: Proposals will be held in confidence and will not be discussed or revealed with competitors.

Successful bidders/proposers will be required to complete a statistical information form including the ethnicity and gender makeup of ownership and employees, and any disadvantaged business certifications.

For additional information or clarification, contact:

Jeffrey K. Maloney
Chief Staff Counsel
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