



November 2, 2009

REQUEST FOR QUALIFICATIONS – SUSTAINABILITY COORDINATOR

Introduction

The City of Hayward (the "City") is seeking an experienced and qualified consultant to assist City staff with the implementation of the City's recently adopted Climate Action Plan (CAP) and related programs. The CAP includes targets for reducing future greenhouse gas (GHG) emissions and the actions that must be taken to achieve those targets. The CAP, which was adopted by the Hayward City Council on July 28, 2009, is available on the City's [website \(http://www.hayward-ca.gov/CAP08/CAP08.shtm\)](http://www.hayward-ca.gov/CAP08/CAP08.shtm). The Sustainability Coordinator will be party to a consulting services contract with the City for a term of approximately three years. The Sustainability Coordinator will be instrumental in identifying funding to extend the position beyond the three-year period. In addition to the implementation of the CAP, the Sustainability Coordinator will be responsible for coordinating energy efficiency projects funded by the American Recovery and Reinvestment Act (ARRA) and coordinating reports and presentations to the City Council Sustainability Committee. The Sustainability Coordinator may be an individual or a firm.

Objective

Under general supervision, coordinate programs and reporting to implement the City's Climate Action Plan. Conduct research, analysis and public process to identify, develop and manage innovative and effective programs to improve the sustainability of the City organization and commercial and residential sectors.

The City of Hayward is committed to providing excellent customer service and our employees and consultants are expected to:

- Be effective communicators
- Provide leadership on environmental issues
- Act with a high level of integrity, and
- Be responsible and accountable for their works and actions.

Compensation

The City's budget for the Sustainability Coordinator is a maximum of \$150,000 per year for three years. Funding is being provided by the Department of Energy's (DOE) Energy Efficiency and Conservation Block Grant (EECBG)

Sustainability Coordinator Services

The Sustainability Coordinator will be the lead on sustainable activities/planning for the City, under the direction of the Development Services Director. The following list of services is not intended to be an all-inclusive list of responsibilities. An omission of a specific responsibility does not exclude it from being a requirement of the services to be provided.

Summary of services to be provided by the Sustainability Coordinator:

1. Development and administration of programs identified in the CAP (available in Section 5 of the CAP) in the timeframes indicated on the CAP timeline (Appendix E of the CAP) as well as the programs identified in the Strategy document (still under development) for the City's EECBG application. A preliminary summary of programs identified for EECBG funding are available in the [October 7, 2009 report \(http://www.hayward-ca.gov/citygov/meetings/csc/ccsc/2009/CSC-CCSC100709.pdf\)](http://www.hayward-ca.gov/citygov/meetings/csc/ccsc/2009/CSC-CCSC100709.pdf) to the Sustainability Committee.
2. Implement programs funded by EECBG and prepare reports/tracking as required by DOE.
3. Administration with Economic Development staff of the energy efficiency revolving loan program.
4. Liaison to PG&E for partnership programs.
5. Development and implementation of a Residential Energy Conservation Ordinance (RECO).
6. Development and implementation of a Commercial Energy Conservation Ordinance (CECO).
7. Coordination of reports/presentations to the City Council Sustainability Committee.
8. Attend most meetings of the City Council Sustainability Committee. The Committee meets the first Wednesday of each month from 4:30 to 6:00 p.m.
9. Oversight of development of financing programs for Hayward, such as a Countywide Property Assessed Clean Energy (PACE) program and/or a regional program for renewable energy and energy efficiency improvements.
10. Monitoring and reporting on the City's progress toward the greenhouse gas emissions reductions targets identified in the Climate Action Plan (CAP), including updating the emissions inventory.
11. Development and implementation of community outreach programs associated with the CAP, in coordination with other jurisdictions and entities, such as Stopwaste.org and PG&E.
12. Coordinating the Climate Action Management Team, whose formation is recommended by the CAP.
13. Identify and secure external funding opportunities, including funding from grants and incentive programs related to energy efficiency and sustainability.
14. Prepare internal and external communication materials regarding programs and initiatives. Work closely with the Director of Development Services for media responses and website updates.

15. Coordinate GHG reduction programs to achieve the City's goal to reduce community-wide GHG emissions by 80 percent by 2050. Take responsibility for implementation and outcomes, including cost-effectiveness, community equity, and tracking, including:
 - Developing project or program budgets and work plans, evaluating program performance, and determining areas for program expansion.
 - Performing policy analysis, and drafting potential GHG and energy policies.
 - Developing and maintaining partnerships with residential groups, business organizations, energy efficiency and renewable energy contractors, and local, state, and federal government agencies involved in energy efficiency and renewable energy.
 - Preparing plans, reports, memos and other materials to communicate GHG program strategies and results to City Council, Planning Commission and Sustainability Committee.
 - Researching, analyzing and reporting technical information on programs implemented elsewhere to improve program offerings.
 - Working with other team members for long-term program and strategic planning efforts for GHG and energy programs.
 - Working with interdepartmental staff and teams to reduce GHG emissions from City operations.
16. Coordinate education and outreach efforts related to GHG emissions reduction, energy efficiency and renewable energy programs, including:
 - Writing and editing materials including technical fact sheets, educational materials, news releases, correspondence, and presentation materials.
 - Coordinating development and maintenance of the GHG program web site.
 - Representing the City at regional meetings, conferences and workshops.
 - Communicating GHG program information to City staff, businesses and community.
17. Contributing to other projects of the Development Services Department, as needed.

The Sustainability Coordinator must also excel in the skills and abilities below:

1. Recommend comprehensive energy conservation planning policy and programs based upon community needs, available resources and overall City priorities and policies.
2. Administer and manage a variety of energy conservation projects and programs.
3. Organize, assign, direct, review, and evaluate the work of assigned staff.
4. Assess long and short term energy conservation and development needs, and design effective programs to meet these needs in a cost effective manner.
5. Deal tactfully and effectively with a wide variety of committee and commission members, government officials, civic groups, contractors, regulated industry representatives, students, the public and City staff.
6. Coordinate energy conservation programs with other departments and agencies and prepare sound, oral and written reports and recommendations.
7. Prepare clear, concise and accurate written studies, proposals and reports.

8. Represent the City in meetings with the public, media and government bodies to promote program goals.
9. Possess exceptional oral, written communication, analytical, and interpersonal skills.
10. Skill in developing, implementing, and evaluating policies and procedures.
11. Ability to interact and communicate with a variety of individuals and groups in an effective and efficient manner both in person, over the telephone and via e-mail in a clear and concise manner.
12. Exceptional skill in forecasting budgets and analyzing return on investments. Ability to coordinate, compute and analyze data relating to sustainability.

The level of Knowledge and Abilities in the areas below should be noted in the submittal:

1. Experience preparing documents pursuant to the California Environmental Quality Act (CEQA) and/or the National Environmental Policy Act (NEPA) is preferred.
2. Experience in the development or administration of programs for energy conservation or development and experience in a public agency setting are desirable.
3. Principles and practices of administrative management, including goals and objectives development, work planning, budgeting.
4. Principles and practices of program management, including development, planning, monitoring, evaluation and administration.
5. Experience seeking available funding sources for energy related and similar programs.
6. Basic principles and practices of energy conservation and development.
7. Principles and practices of education and public speaking, including the planning, preparation and evaluation of educational materials and outreach tools.
8. Ability to work with limited supervision.

Describe how these minimum qualifications are met in your submittal:

Bachelor's degree in Environmental Sciences, Environmental Policy or Management, Business or Public Administration, Economics, Architecture, Planning, Energy, Sustainability, Engineering, or a related field. Three to five years related professional experience including development and implementation of energy efficiency and renewable energy programs. Knowledge and experience in environmental management, climate change, energy efficiency, renewable energy and environmental sustainability principles.

Demonstrated ability to work independently with minimal supervision, to assume responsibility, to prioritize and resolve problems, to work under pressure, and to coordinate and manage complex projects. Excellent interpersonal skills, including the ability to maintain effective working relationships with business contacts, the general public, boards, consultants and with employees at all levels of the organization. Ability to research, analyze and synthesize complex information, develop and present recommendations and prepare concise written reports, correspondence and

recommendations. Experience in research, policy development, and report writing. Experience with or knowledge of Microsoft Word, Access, Excel and PowerPoint.

Also, the ability and willingness to attend evening meetings is necessary and the ability to travel to various locations within and outside the City of Hayward to meet the program needs and to fulfill the job responsibilities. When driving on City business, maintenance of a valid California driver's license and satisfactory driving record is required.

Consultant Selection Process and Contract Schedule

The following schedule indicates the anticipated dates for steps in the consultant selection process. The City reserves the right to modify this schedule as circumstances may require.

1. Consultant candidates will submit written resumes/qualifications no later than 5:00 p.m. on **Tuesday, December 1, 2009**, in accordance with requirements set forth in this RFQ.
2. Resumes/qualifications shall be submitted via e-mail to erik.pearson@hayward-ca.gov.
3. Interviews will be held the week of December 14, 2009.
4. Notification of the City's final decision is anticipated within approximately seven days of interviews. A mutually acceptable contract will be negotiated between the City and the consultant. The consultant will be required to comply with the City's nondiscrimination and affirmative action provisions. The consultant will need to stipulate its noninvolvement in the development or production of nuclear weapons. The consultant will also be required to carry insurance in the amount of \$1,000,000 for each of the following: general liability, automotive liability, workers' compensation, and employers' liability. Professional liability insurance for errors and omissions will also be required.
5. If the City and the selected consultant cannot agree on a satisfactory contract, the City reserves the right to terminate negotiations. The City will then negotiate an agreement with the consultant which ranked second.
6. It is expected that the consultant will be able to **begin work early January of 2010**.

Evidence of Consultant Qualifications

Submittals should contain information sufficient to permit the City to evaluate properly the qualifications of the consultant and any sub-consultants. A written submittal should be provided covering each of the following areas:

1. Identification of the Consultant. Specify the name, address, and telephone number of the individual or firm. If a firm, identify all members of the consultant's professional team proposed to perform work elements of the project, together with a brief description of the background and experience of each.
2. Evidence of Previous Experience. Information should be provided on similar climate action or energy efficiency work completed.

3. Evidence of Organizational Ability. If the applicant is a firm, submit an outline of the organizational structure that the consultant intends to employ, including staffing projections.
4. Billing Rates. The consultant should submit a rate sheet covering all personnel who will charge to the project and any relevant billing policies.
5. Conflict of Interest. The consultant should disclose any real or perceived conflict due to interest in real property development within the City of Hayward. These interests may include property ownership or current consulting contracts which affect the project area.

Deadline for Submittal

The deadline for submission is **Tuesday, December 1, 2009, at 5:00 p.m.** Submittals must be transmitted via e-mail before this deadline to:

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