

City of Arts & Innovation

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL**      **DATE: October 2, 2012**  
**FROM: OFFICE OF ECONOMIC DEVELOPMENT**      **ITEM NO: 19**  
**WARD: ALL**  
**SUBJECT: SEIZING OUR DESTINY – PROFESSIONAL SERVICES AGREEMENT WITH GINA AIREY CONSULTING**

## **ISSUE:**

The issue for City Council consideration is whether to approve the Professional Services Agreement with Gina Airey Consulting.

## **RECOMMENDATION:**

That the City Council:

1. Approve the attached Professional Services Agreement (Agreement) with Gina Airey Consulting; and
2. Authorize the City Manager, or his designee, to execute all documents necessary, including making minor, non-substantive changes for additional services rendered at a cost not-to-exceed \$210,365.

## **BACKGROUND:**

At the Mayor's State of the City in January 2009, Mayor Loveridge made a call to action for the City of Riverside to initiate the development of a new economic development strategic action plan that would guide the City in its economic development efforts. In late spring 2009, Riversiders and thought leaders came together to initiate a strategic visioning process with the goal of being forward looking and highly aspirational. The result was a modern plan for economic development, "Seizing Our Destiny: The Agenda for Riverside's Innovative Future," and a community-driven campaign that builds on the City's existing strengths to create an even better place to live, work and play for future generations.

On May 26, 2009, the City Council approved the hiring of Gina Airey Consulting to facilitate the implementation phase of Seizing Our Destiny: The Agenda for Riverside's Innovative Future.

Seizing Our Destiny is Riverside's community-driven campaign that builds on the City's existing strengths to create an even better place to live, work and play for future generations. Its goal is to improve quality of life, attract diverse and dynamic people, encourage innovation and work together for the common good. Riverside has the opportunity to not only continue as the region's economic engine, but to ensure its position as a leader in jobs, innovation, education and overall quality of life,

making Riverside known for Intelligent Growth and as a Catalyst for Innovation, a Location of Choice, and a Unified City for the Common Good,

As the implementation phase of Seizing Our Destiny commenced, the City of Riverside once again utilized the facilitation expertise and services of Gina Airey Consulting. These services included project management and facilitation of several key components, including website development and launch, coordination of the Seizing Our Destiny vision and aspirations, and setting the framework for an annual Quality of Life survey and Seizing Our Destiny 2.0. Seizing Our Destiny phase 2.0 is “A Vision for Riverside”, a series of aspiration statements that are bold and far-reaching, intended to guide this City of Arts & Innovation to a leading position in the region, country and world.

In order to maintain the momentum created with the first Quality of Life survey and establish the Seizing Our Destiny initiative as an independent, community led and self-sustaining organization, staff recommends contracting with Gina Airey Consulting to complete this important phase of organizational planning and development. This new scope of services includes implementation of Seizing Our Destiny 2.0 (supporting the Leadership Core and Champions Council, public outreach, social media presence, and increasing name recognition), a more inclusive annual Quality of Life Index survey (data collection, analysis and presentation), and the completion of a business plan and feasibility study for a new Seizing Our Destiny organization.

Section 201(c) of the City’s Purchasing Resolution No. 21182, states that competitive procurement shall not be required when the procurement can only be obtained from a sole source or timely from a single source and the Purchasing Services Manager is satisfied that the best price, terms and conditions for the Procurement thereof have been negotiated. As previously described in this City Council Memorandum, Gina Airey Consulting is uniquely suited to provide numerous services to the City relating to the Seizing Our Destiny initiative. In addition, the costs and staff time associated with undertaking the formal bidding process for different elements (QOL Survey, Business Plan, etc.) of the Seizing Our Destiny initiative and having to monitor several contractors’ makes contracting with Gina Airey Consulting much more economically feasible. The Purchasing Services Manager agrees with staff’s recommendations.

**FISCAL IMPACT:**

The total contract cost is not-to-exceed \$210,365. Sufficient funds are available in Economic Development (Seizing Our Destiny) Account No. 1110000 – 453053 to cover costs associated with the implementation and completion of services highlighted in the attached Professional Services Agreement with Gina Airey Consulting, namely, Exhibit A (Scope of Services) and Exhibit B (Compensation).

Submitted By:	Larry Vaupel, Economic Development Manager
Certified as to availability of funds:	Brent A. Mason, Finance Director/Treasurer
Approved By:	Deanna Lorson, Assistant City Manager for Scott C. Barber, City Manager
Approved as to form:	Gregory P. Priamos, City Attorney
Attachment:	Professional Services Agreement

## PROFESSIONAL CONSULTANT SERVICES AGREEMENT

GINA AIREY CONSULTING, INC.

(Seizing Our Destiny: 2.0 Implementation)

THIS PROFESSIONAL CONSULTANT SERVICES AGREEMENT ("Agreement") is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ ("Effective Date"), by and between the CITY OF RIVERSIDE ("City"), a California charter city and municipal corporation and GINA AIREY CONSULTING, INC., a California corporation ("Consultant").

1. **Scope of Services.** City agrees to retain and does hereby retain Consultant and Consultant agrees to provide the services more particularly described in Exhibit "A," "Scope of Services" ("Services"), attached hereto and incorporated herein by reference, in conjunction with coordinating the Request for Qualification (RFQ) process for an executive director position- Seizing Our Destiny: 2:0 Implementation ("Project").

2. **Term.** This Agreement shall be effective on the date first written above and shall remain in effect until December 31, 2013, unless otherwise terminated pursuant to the provisions herein.

3. **Compensation/Payment.** Consultant shall perform the Services under this Agreement for the total sum not to exceed Two Hundred Ten Thousand Three Hundred Sixty Five Dollars (\$210,365) payable in accordance with the terms set forth in Exhibit "B." Said payment shall be made in accordance with City's usual accounting procedures upon receipt and approval of an itemized invoice setting forth the services performed. The invoices shall be delivered to City at the address set forth in Section 4 hereof.

4. **Notices.** Any notices required to be given, hereunder shall be in writing and shall be personally served or given by mail. Any notice given by mail shall be deemed given when deposited in the United States Mail, certified and postage prepaid, addressed to the party to be served as follows:

To City

City Manager's Office  
Attn: Faye Njaka  
3900 Main Street  
Riverside, CA 92522

To Consultant

Gina Airey Consulting, Inc.  
Attn: Regina M. Airey  
1320 Princeton Street, Ste. 207  
Santa Monica, CA 90404

5. **Prevailing Wage.** If applicable, Consultant and all subcontractors are required to pay the general prevailing wage rates of per diem wages and overtime and holiday wages determined by the Director of the Department of Industrial Relations under Section 1720 et seq. of the California Labor Code and implemented by Resolution No. 13346 of the City Council of the City of Riverside. The Director's determination is available on-line at [www.dir.ca.gov/dlsr/DPreWageDetermination.htm](http://www.dir.ca.gov/dlsr/DPreWageDetermination.htm) and is referred to and made a part hereof; the wage rates therein ascertained, determined, and specified are referred to and made a part hereof as though fully set forth herein.

6. **Contract Administration.** A designee of the City will be appointed in writing by the City Manager or Department Director to administer this Agreement on behalf of City and shall be referred to herein as Contract Administrator.

7. **Standard of Performance.** While performing the Services, Consultant shall exercise the reasonable professional care and skill customarily exercised by reputable members of Consultant's profession practicing in the Metropolitan Southern California Area, and shall use reasonable diligence and best judgment while exercising its professional skill and expertise.

8. **Personnel.** Consultant shall furnish all personnel necessary to perform the Services and shall be responsible for their performance and compensation. Consultant recognizes that the qualifications and experience of the personnel to be used are vital to professional and timely completion of the Services. The key personnel listed in Exhibit "C" attached hereto and incorporated herein by this reference and assigned to perform portions of the Services shall remain assigned through completion of the Services, unless otherwise mutually agreed by the parties in writing, or caused by hardship or resignation in which case substitutes shall be subject to City approval.

9. **Assignment and Subcontracting.** Neither party shall assign any right, interest, or obligation in or under this Agreement to any other entity without prior written consent of the other party. In any event, no assignment shall be made unless the assignee expressly assumes the obligations of assignor under this Agreement, in a writing satisfactory to the parties. Consultant acknowledges that any assignment may, at the City's sole discretion, require City Manager and/or City Council approval. Consultant shall not subcontract any portion of the work required by this Agreement without prior written approval by the responsible City Contract Administrator. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Agreement, including without limitation, the insurance obligations set forth in Section 12. The Consultant acknowledges and agrees that the City is an intended beneficiary of any work performed by any subcontractor for purposes of establishing a duty of care between any subcontractor and the City.

10. **Independent Contractor.** In the performance of this Agreement, Consultant, and Consultant's employees, subcontractors and agents, shall act in an independent capacity as independent contractors, and not as officers or employees of the City of Riverside. Consultant acknowledges and agrees that the City has no obligation to pay or withhold state or federal taxes or to provide workers' compensation or unemployment insurance to Consultant, or to Consultant's

employees, subcontractors and agents. Consultant, as an independent contractor, shall be responsible for any and all taxes that apply to Consultant as an employer.

**11. Indemnification.**

**11.1 Design Professional Defined.** For purposes of this Agreement, “Design Professional” includes the following:

- A. An individual licensed as an architect pursuant to Chapter 3 (commencing with Section 5500) of Division 3 of the Business and Professions Code, and a business entity offering architectural services in accordance with that chapter.
- B. An individual licensed as a landscape architect pursuant to Chapter 3.5 (commencing with Section 5615) of Division 3 of the Business and Professions Code, and a business entity offering landscape architectural services in accordance with that chapter.
- C. An individual registered as a professional engineer pursuant to Chapter 7 (commencing with Section 6700) of Division 3 of the Business and Professions Code, and a business entity offering professional engineering services in accordance with that chapter.
- D. An individual licensed as a professional land surveyor pursuant to Chapter 15 (commencing with Section 8700) of Division 3 of the Business and Professions Code, and a business entity offering professional land surveying services in accordance with that chapter.

**11.2 Defense Obligation For Design Professional Liability.** Consultant agrees, at its cost and expense, to promptly defend the City, and the City’s employees, officers, managers, agents and council members (collectively the “Parties to be Defended”) from and against any and all claims, allegations, lawsuits, arbitration proceedings, administrative proceedings, regulatory proceedings, or other legal proceedings to the extent the same arise out of, pertain to, or relate to the negligence, recklessness or willful misconduct of Consultant, or anyone employed by or working under the Consultant or for services rendered to the Consultant in the performance of the Contract, notwithstanding that the City may have benefited from its work or services and whether or not caused in part by the negligence of an Indemnified Party. Consultant agrees to provide this defense immediately upon written notice from the City, and with well qualified, adequately insured and experienced legal counsel acceptable to City. This obligation to defend as set forth herein is binding on the successors, assigns and heirs of Consultant and shall survive the termination of Consultant’s Services under this Agreement.

**11.3 Indemnity For Design Professional Liability.** When the law establishes a professional standard of care for Consultant’s services, to the fullest extent permitted by law, Consultant shall indemnify, protect and hold harmless the City and the City’s employees, officers, managers, agents, and Council Members (“Indemnified Parties”) from and against any and all claim

for damage, charge, lawsuit, action, judicial, administrative, regulatory or arbitration proceeding, damage, cost, expense (including counsel and expert fees), judgment, civil fines and penalties, liabilities or losses of any kind or nature whatsoever to the extent the same arise out of, pertain to, or relate to the negligence, recklessness or willful misconduct of Consultant, or anyone employed by or working under the Consultant or for services rendered to the Consultant in the performance of the Contract, notwithstanding that the City may have benefited from its work or services and whether or not caused in part by the negligence of an Indemnified Party.

**11.4 Defense Obligation For Other Than Design Professional Liability.**

Consultant agrees, at its cost and expense, to promptly defend the City, and the City's employees, officers, managers, agents and council members (collectively the "Parties to be Defended") from and against any and all claims, allegations, lawsuits, arbitration proceedings, administrative proceedings, regulatory proceedings, or other legal proceedings which arise out of, or relate to, or are in any way connected with: 1) the Services, work, activities, operations, or duties of the Consultant, or of anyone employed by or working under the Consultant, or 2) any breach of the Contract by the Consultant. This duty to defend shall apply whether or not such claims, allegations, lawsuits or proceedings have merit or are meritless, or which involve claims or allegations that any or all of the Parties to be Defended were actively, passively, or concurrently negligent, or which otherwise assert that the Parties to be Defended are responsible, in whole or in part, for any loss, damage or injury. Consultant agrees to provide this defense immediately upon written notice from the City, and with well qualified, adequately insured and experienced legal counsel acceptable to City. This obligation to defend as set forth herein is binding on the successors, assigns and heirs of Consultant and shall survive the termination of Consultant's Services under this Agreement.

**11.5 Indemnity For Other Than Design Professional Liability.** Except as to the sole negligence or willful misconduct of the City, Consultant agrees to indemnify, protect and hold harmless the Indemnified Parties from and against any claim for damage, charge, lawsuit, action, judicial, administrative, regulatory or arbitration proceeding, damage, cost, expense (including counsel and expert fees), judgment, civil fine and penalties, liabilities or losses of any kind or nature whatsoever whether actual, threatened or alleged, which arise out of, pertain to, or relate to, or are a consequence of, or are attributable to, or are in any manner connected with the performance of the Services, work, activities, operations or duties of the Consultant, or anyone employed by or working under the Consultant or for services rendered to Consultant in the performance of this Agreement, notwithstanding that the City may have benefited from its work or services. This indemnification provision shall apply to any acts, omissions, negligence, recklessness, or willful misconduct, whether active or passive, on the part of the Consultant or anyone employed or working under the Consultant.

**12. Insurance.**

**12.1 General Provisions.** Prior to the City's execution of this Agreement, Consultant shall provide satisfactory evidence of, and shall thereafter maintain during the term of this Agreement, such insurance policies and coverages in the types, limits, forms and ratings required herein. The rating and required insurance policies and coverages may be modified in writing by the City's Risk Manager or City Attorney, or a designee, unless such modification is prohibited by law.

12.1.1 **Limitations.** These minimum amounts of coverage shall not constitute any limitation or cap on Consultant's indemnification obligations under Section 11 hereof.

12.1.2 **Ratings.** Any insurance policy or coverage provided by Consultant or subcontractors as required by this Agreement shall be deemed inadequate and a material breach of this Agreement, unless such policy or coverage is issued by insurance companies authorized to transact insurance business in the State of California with a policy holder's rating of A or higher and a Financial Class of VII or higher.

12.1.3 **Cancellation.** The policies shall not be canceled unless thirty (30) days prior written notification of intended cancellation has been given to City by certified or registered mail, postage prepaid.

12.1.4 **Adequacy.** The City, its officers, employees and agents make no representation that the types or limits of insurance specified to be carried by Consultant pursuant to this Agreement are adequate to protect Consultant. If Consultant believes that any required insurance coverage is inadequate, Consultant will obtain such additional insurance coverage as Consultant deems adequate, at Consultant's sole expense.

12.2 **Workers' Compensation Insurance.** By executing this Agreement, Consultant certifies that Consultant is aware of and will comply with Section 3700 of the Labor Code of the State of California requiring every employer to be insured against liability for workers' compensation, or to undertake self-insurance before commencing any of the work. Consultant shall carry the insurance or provide for self-insurance required by California law to protect said Consultant from claims under the Workers' Compensation Act. Prior to City's execution of this Agreement, Consultant shall file with City either 1) a certificate of insurance showing that such insurance is in effect, or that Consultant is self-insured for such coverage, or 2) a certified statement that Consultant has no employees, and acknowledging that if Consultant does employ any person, the necessary certificate of insurance will immediately be filed with City. Any certificate filed with City shall provide that City will be given ten (10) days prior written notice before modification or cancellation thereof.

12.3 **Commercial General Liability and Automobile Insurance.** Prior to City's execution of this Agreement, Consultant shall obtain, and shall thereafter maintain during the term of this Agreement, commercial general liability insurance and automobile liability insurance as required to insure Consultant against damages for personal injury, including accidental death, as well as from claims for property damage, which may arise from or which may concern operations by anyone directly or indirectly employed by, connected with, or acting for or on behalf of Consultant. The City, and its officers, employees and agents, shall be named as additional insureds under the Consultant's insurance policies.

12.3.1 Consultant's commercial general liability insurance policy shall cover both bodily injury (including death) and property damage (including, but not limited to, premises operations liability, products-completed operations liability, independent contractor's liability,

personal injury liability, and contractual liability) in an amount not less than \$1,000,000 per occurrence and a general aggregate limit in the amount of not less than \$2,000,000.

12.3.2 Consultant's automobile liability policy shall cover both bodily injury and property damage in an amount not less than \$1,000,000 per occurrence and an aggregate limit of not less than \$1,000,000. All of Consultant's automobile and/or commercial general liability insurance policies shall cover all vehicles used in connection with Consultant's performance of this Agreement, which vehicles shall include, but are not limited to, Consultant owned vehicles, Consultant leased vehicles, Consultant's employee vehicles, non-Consultant owned vehicles and hired vehicles.

12.3.3 Prior to City's execution of this Agreement, copies of insurance policies or original certificates and additional insured endorsements evidencing the coverage required by this Agreement, for both commercial general and automobile liability insurance, shall be filed with City and shall include the City and its officers, employees and agents, as additional insureds. Said policies shall be in the usual form of commercial general and automobile liability insurance policies, but shall include the following provisions:

It is agreed that the City of Riverside, and its officers, employees and agents, are added as additional insureds under this policy, solely for work done by and on behalf of the named insured for the City of Riverside.

12.3.4 The insurance policy or policies shall also comply with the following provisions:

- a. The policy shall be endorsed to waive any right of subrogation against the City and its sub-consultants, employees, officers and agents for services performed under this Agreement.
- b. If the policy is written on a claims made basis, the certificate should so specify and the policy must continue in force for one year after completion of the services. The retroactive date of coverage must also be listed.
- c. The policy shall specify that the insurance provided by Consultant will be considered primary and not contributory to any other insurance available to the City.

12.4 **Errors and Omissions Insurance.** Prior to City's execution of this Agreement, Consultant shall obtain, and shall thereafter maintain during the term of this Agreement, errors and omissions professional liability insurance in the minimum amount of \$1,000,000 to protect the City from claims resulting from the Consultant's activities.

12.5 **Subcontractors' Insurance.** Consultant shall require all of its subcontractors to carry insurance, in an amount sufficient to cover the risk of injury, damage or loss that may be



caused by the subcontractors' scope of work and activities provided in furtherance of this Agreement, including, but without limitation, the following coverages: Workers Compensation, Commercial General Liability, Errors and Omissions, and Automobile liability. Upon City's request, Consultant shall provide City with satisfactory evidence that Subcontractors have obtained insurance policies and coverages required by this section.

13. **Business Tax.** Consultant understands that the Services performed under this Agreement constitutes doing business in the City of Riverside, and Consultant agrees that Consultant will register for and pay a business tax pursuant to Chapter 5.04 of the Riverside Municipal Code and keep such tax certificate current during the term of this Agreement.

14. **Time of Essence.** Time is of the essence for each and every provision of this Agreement.

15. **City's Right to Employ Other Consultants.** City reserves the right to employ other Consultants in connection with the Project. If the City is required to employ another consultant to complete Consultant's work, due to the failure of the Consultant to perform, or due to the breach of any of the provisions of this Agreement, the City reserves the right to seek reimbursement from Consultant.

16. **Accounting Records.** Consultant shall maintain complete and accurate records with respect to costs incurred under this Agreement. All such records shall be clearly identifiable. Consultant shall allow a representative of City during normal business hours to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement. Consultant shall allow inspection of all work, data, documents, proceedings, and activities related to the Agreement for a period of three (3) years from the date of final payment under this Agreement.

17. **Confidentiality.** All ideas, memoranda, specifications, plans, procedures, drawings, descriptions, computer program data, input record data, written information, and other materials either created by or provided to Consultant in connection with the performance of this Agreement shall be held confidential by Consultant, except as otherwise directed by City's Contract Administrator. Nothing furnished to Consultant which is otherwise known to the Consultant or is generally known, or has become known, to the related industry shall be deemed confidential. Consultant shall not use City's name or insignia, photographs of the Project, or any publicity pertaining to the Services or the Project in any magazine, trade paper, newspaper, television or radio production, website, or other similar medium without the prior written consent of the City.

18. **Ownership of Documents.** All reports, maps, drawings and other contract deliverables prepared under this Agreement by Consultant shall be and remain the property of City. Consultant shall not release to others information furnished by City without prior express written approval of City.

19. **Copyrights.** Consultant agrees that any work prepared for City which is eligible for copyright protection in the United States or elsewhere shall be a work made for hire. If any such

work is deemed for any reason not to be a work made for hire, Consultant assigns all right, title and interest in the copyright in such work, and all extensions and renewals thereof, to City, and agrees to provide all assistance reasonably requested by City in the establishment, preservation and enforcement of its copyright in such work, such assistance to be provided at City's expense but without any additional compensation to Consultant. Consultant agrees to waive all moral rights relating to the work developed or produced, including without limitation any and all rights of identification of authorship and any and all rights of approval, restriction or limitation on use or subsequent modifications.

20. **Conflict of Interest.** Consultant, for itself and on behalf of the individuals listed in Exhibit "C", represents and warrants that by the execution of this Agreement, they have no interest, present or contemplated, in the Project affected by the above-described Services. Consultant further warrants that neither Consultant, nor the individuals listed in Exhibit "C" have any real property, business interests or income interests that will be affected by this project or, alternatively, that Consultant will file with the City an affidavit disclosing any such interest.

21. **Solicitation.** Consultant warrants that Consultant has not employed or retained any person or agency to solicit or secure this Agreement, nor has it entered into any agreement or understanding for a commission, percentage, brokerage, or contingent fee to be paid to secure this Agreement. For breach of this warranty, City shall have the right to terminate this Agreement without liability and pay Consultant only for the value of work Consultant has actually performed, or, in its sole discretion, to deduct from the Agreement price or otherwise recover from Consultant the full amount of such commission, percentage, brokerage or commission fee. The remedies specified in this section shall be in addition to and not in lieu of those remedies otherwise specified in this Agreement.

22. **General Compliance With Laws.** Consultant shall keep fully informed of federal, state and local laws and ordinances and regulations which in any manner affect those employed by Consultant, or in any way affect the performance of services by Consultant pursuant to this Agreement. Consultant shall at all times observe and comply with all such laws, ordinances and regulations, and shall be solely responsible for any failure to comply with all applicable laws, ordinances and regulations. Consultant represents and warrants that Consultant has obtained all necessary licenses to perform the Scope of Services and that such licenses are in good standing. Consultant further represents and warrants that the services provided herein shall conform to all ordinances, policies and practices of the City of Riverside.

23. **Waiver.** No action or failure to act by the City shall constitute a waiver of any right or duty afforded City under this Agreement, nor shall any such action or failure to act constitute approval of or acquiescence in any breach thereunder, except as may be specifically, provided in this Agreement or as may be otherwise agreed in writing.

24. **Amendments.** This Agreement may be modified or amended only by a written agreement and/or change order executed by the Consultant and City.

25. **Termination.** City, by notifying Consultant in writing, shall have the right to terminate any or all of Consultant's services and work covered by this Agreement at any time. In the event of such termination, Consultant may submit Consultant's final written statement of the amount of Consultant's services as of the date of such termination based upon the ratio that the work completed bears to the total work required to make the report complete, subject to the City's rights under Sections 15 and 25 hereof. In ascertaining the work actually rendered through the termination date, City shall consider completed work, work in progress and complete and incomplete reports and other documents only after delivered to City.

25.1 Other than as stated below, City shall give Consultant thirty (30) days prior written notice prior to termination.

25.2 City may terminate this Agreement upon fifteen (15) days written notice to Consultant, in the event:

25.2.1 Consultant substantially fails to perform or materially breaches the Agreement; or

25.2.2 City decides to abandon or postpone the Project.

26. **Offsets.** Consultant acknowledges and agrees that with respect to any business tax or penalties thereon, utility charges, invoiced fee or other debt which Consultant owes or may owe to the City, City reserves the right to withhold and offset said amounts from payments or refunds or reimbursements owed by City to Consultant. Notice of such withholding and offset, shall promptly be given to Consultant by City in writing. In the event of a dispute as to the amount owed or whether such amount is owed to the City, City will hold such disputed amount until either the appropriate appeal process has been completed or until the dispute has been resolved.

27. **Successors and Assigns.** This Agreement shall be binding upon City and its successors and assigns, and upon Consultant and its permitted successors and assigns, and shall not be assigned by Consultant, either in whole or in part, except as otherwise provided in paragraph 9 of this Agreement.

28. **Venue and Attorneys' Fees.** Any action at law or in equity brought by either of the parties hereto for the purpose of enforcing a right or rights provided for by this Agreement shall be tried in a court of competent jurisdiction in the County of Riverside, State of California, and the parties hereby waive all provisions of law providing for a change of venue in such proceedings to any other county. In the event either party hereto shall bring suit to enforce any term of this Agreement or to recover any damages for and on account of the breach of any term or condition of this Agreement, it is mutually agreed that the prevailing party in such action shall recover all costs thereof, including reasonable attorneys' fees, to be set by the court in such action.

29. **Nondiscrimination.** During Consultant's performance of this Agreement, Consultant shall not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition, including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex, genetic

information, gender, gender identity, gender expression, or sexual orientation, in the selection and retention of employees and subcontractors and the procurement of materials and equipment, except as provided in Section 12940 of the California Government Code. Further, Consultant agrees to conform to the requirements of the Americans with Disabilities Act in the performance of this Agreement.

30. **Severability.** Each provision, term, condition, covenant and/or restriction, in whole and in part, of this Agreement shall be considered severable. In the event any provision, term, condition, covenant and/or restriction, in whole and/or in part, of this Agreement is declared invalid, unconstitutional, or void for any reason, such provision or part thereof shall be severed from this Agreement and shall not affect any other provision, term, condition, covenant and/or restriction of this Agreement, and the remainder of the Agreement shall continue in full force and effect.

31. **Authority.** The individuals executing this Agreement and the instruments referenced herein on behalf of Consultant each represent and warrant that they have the legal power, right and actual authority to bind Consultant to the terms and conditions hereof and thereof.

32. **Entire Agreement.** This Agreement constitutes the final, complete, and exclusive statement of the terms of the agreement between the parties pertaining to the subject matter of this Agreement, and supersedes all prior and contemporaneous understandings or agreements of the parties. Neither party has been induced to enter into this Agreement by and neither party is relying on, any representation or warranty outside those expressly set forth in this Agreement.

33. **Interpretation.** City and Consultant acknowledge and agree that this Agreement is the product of mutual arms-length negotiations and accordingly, the rule of construction, which provides that the ambiguities in a document shall be construed against the drafter of that document, shall have no application to the interpretation and enforcement of this Agreement.

33.1 Titles and captions are for convenience of reference only and do not define, describe or limit the scope or the intent of the Agreement or any of its terms. Reference to section numbers, are to sections in the Agreement unless expressly stated otherwise.

33.2 This Agreement shall be governed by and construed in accordance with the laws of the State of California in effect at the time of the execution of this Agreement.

33.3 In the event of a conflict between the body of this Agreement and Exhibit "A" - Scope of Services hereto, the terms contained in Exhibit "A" shall be controlling.

34. **Exhibits.** The following exhibits attached hereto are incorporated herein to this Agreement by this reference:

Exhibit "A" - Scope of Services

Exhibit "B" - Compensation

Exhibit "C" - Key Personnel

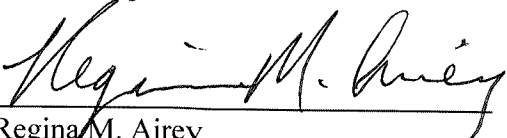
(Signatures on following page)

IN WITNESS WHEREOF, City and Consultant have caused this Agreement to be duly executed the day and year first above written.

CITY OF RIVERSIDE, a California  
charter city and municipal corporation

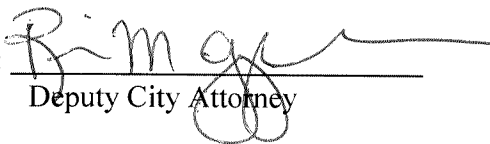
Gina Airey Consulting, Inc.  
a California corporation

By: \_\_\_\_\_  
City Manager

By:   
Regina M. Airey  
Chief Executive Officer/  
Chief Financial Officer

Attest: \_\_\_\_\_  
City Clerk

Approved as to Form:

By:   
Deputy City Attorney

O:\Cycom\Wpdocs\D030\P015\00133726.DOCX  
CA: 12-1741

**EXHIBIT “A”**

**SCOPE OF SERVICES**

**(Inserted behind this page)**



## **SCOPE OF WORK**

### **City of Riverside Seizing Our Destiny 2.0: Implementation**

September 24, 2012

#### **Introduction and Description of Tables Below**

- Gina Airey Consulting, Inc. is pleased to continue to support the successful implementation of Seizing Our Destiny. The firm originally facilitated the visioning process that resulted in “Seizing Our Destiny: The Agenda for Riverside’s Innovative Future” approved by Council in December 2009.
- Since early 2010, Gina Airey Consulting has advised on the implementation of the Seizing Our Destiny Vision and plan, facilitated the participation of local leaders, established the brand signals and online presence of Seizing Our Destiny, developed the approach for measuring Riverside’s quality of life and synthesized the recommendations for Seizing Our Destiny 2.0.
- Three senior consultants are personally available to deliver the services outlined in this scope of services. Gina Airey (project management, organizational development and quality of life measurement), Amy Sausser (fund development, strategic communications and community engagement), and Tricia Braun (online communications, social media and economic development) will leverage their deep knowledge of both Seizing Our Destiny and Riverside to advance Seizing Our Destiny in this critical stage of its development.
- Their consulting services and expertise will be augmented by other associates and technical resources as needed. For example, technical services for the Annual Community Quality of Life Survey will be provided by the Institute of Applied Research of California State University, San Bernardino.
- The Scope of Work will be delivered in three overlapping phases throughout the current fiscal year. Major deliverables are called out for each phase in the table on page 2.
- Fees are itemized on page 3 with invoice schedule on page 4.

SEIZING OUR DESTINY PHASES & MAJOR DELIVERABLES [OCTOBER 2012 – JUNE 2013]								
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
<b>RE-LAUNCH SOD as 2.0 &amp; Provide Backbone Support to Leaders</b> <ul style="list-style-type: none"> <li>• <u>Leadership Core &amp; Champions Council</u>: charter Leadership Core as governing body of SOD; establish service agreement for Champions; outline initial implementation of Communicate, Connect and Measure functions; develop agendas, notes, supporting materials and facilitation for regular meetings; provide ongoing project management</li> <li>• <u>Online Communications and Social Media</u>: ensure coherent, consistent messaging and integration, alignment with related City and community efforts and their online/social media presence; deliver fresh, usable content and increased users/followers; enhance search optimization</li> <li>• <u>Annual Community Quality of Life Survey</u>: provide all technical aspects of surveying – program and host web survey, monitor data collection, analyze data, present results</li> <li>• <u>Measure (Function &amp; Workgroup)</u>: launch and facilitate workgroup; guide refinement of annual survey; strategize and manage outreach for increased and more representative responses; make meaning of results; engage Core and Champions to broadly communicate and act upon survey results; strategize for 2<sup>nd</sup> Annual Quality of Life Index</li> <li>• <u>Education Roundtable &amp; Green Riverside Leadership</u>: provide ongoing facilitation and technical assistance to SOD 1.0 collaborations</li> </ul>								
<b>GROW Impact, Sustainability and Partners for SOD Vision and Aspirations</b> <ul style="list-style-type: none"> <li>• <u>Business Plan (&amp; Act)</u>: strategize for more funding from potential portfolio of sources; clarify the SOD value proposition and brand promise (brand signals are well established); measure feasibility of launching an independent and self-sustaining SOD entity; analyze and implement best infrastructure solution (fiscal agency, fiscal sponsorship or incorporation as nonprofit); implement strategies for local partners (as volunteers, in-kind providers and financial investors); research, prepare for and (where possible) seek grant-based funding, particularly in alliance with other organizations</li> <li>• <u>Communicate (Function &amp; Workgroup)</u>: re-launch "Speak Up for Riverside"; develop and disseminate Speak Up communications tools; establish and moderate online platform to share communications tools and learnings; manage requests and assignments for speaking engagements</li> <li>• <u>Connect (Function &amp; Workgroup)</u>: launch and facilitate workgroup; share "Community Innovation Summit" approach to foster collaboration and eliminate duplicative efforts; mobilize workgroup to develop local partnerships as outlined in business plan</li> </ul>								
<b>STRATEGIZE for Enhanced Quality of Life and Sustainability of SOD</b> <ul style="list-style-type: none"> <li>• <u>Business Plan (&amp; Act) 2.0</u>: assess short-term results and adjust strategies; pursue refined fund development strategies; recommend budget and staffing plan for 2013-2014</li> </ul>								



**Summary of Fees by Overlapping Phases and Major Deliverables**

<b>PHASE 1: RE-LAUNCH SOD as 2.0 &amp; Provide Backbone Support to Leaders [October 2012 – June 2013]</b>	<b>Fee</b>
• Leadership Core & Champions Council [9 months: Oct 12 – Jun 13]	\$54,000
• Online Communications and Social Media [9 months: Oct 12 – Jun 13]	\$27,000
• Annual Community Quality of Life Survey [4 months: Oct 12 – Jan 13]	\$26,000
• Measure (Function and Workgroup) [9 months: Oct 12 – Jun 13]	\$10,000
• Education Roundtable & Green Riverside Leadership [9 months: Oct 12 – Jun 13]	\$6,000
<b>PHASE 2: GROW Impact, Sustainability and Partners for SOD Vision and Aspirations [November 2012 – June 2013]</b>	<b>Fee</b>
• Business Plan (& Act) [8 months: Nov 12 – Jun 13]	\$40,000
• Communicate (Function & Workgroup) [6 months: Jan – Jun 13]	\$12,000
• Connect (Function & Workgroup) [5 months: Feb – Jun 13]	\$10,000
<b>PHASE 3: STRATEGIZE for Enhanced Quality of Life and Sustainability of SOD [February 2012 – June 2013]</b>	<b>Fee</b>
• Business Plan (& Act) 2.0 [5 months: Feb – Jun 13]	\$25,000
<b>TOTAL</b>	<b>\$210,000</b>

**EXHIBIT “B”**

**COMPENSATION**

**(Inserted behind this page)**

**Invoice Schedule**

Invoice 1: October 14, 2012 Fees for Services (\$44,000) + Reimbursement for Posting of RFQ Announcement (\$365)	\$42,365
Invoice 2: December 14, 2012	\$42,000
Invoice 3: February 14, 2013	\$42,000
Invoice 4: April 14, 2013	\$42,000
Invoice 5: June 14, 2013	\$42,000
<b>TOTAL FOR GAC SCOPE OF WORK</b>	<b>\$210,365</b>

**EXHIBIT “C”**

**KEY PERSONNEL**

Regina M. Airey

Amy Sausser