



American Planning Association  
**California Chapter**

*Creating Great Communities for All*

## CONTRACT REVIEW PROTOCOL 2020

The American Planning Association, California Chapter, has adopted the following Contracting Review Protocol for the purposes of establishing, reviewing, and as applicable, re-bidding contracts for independent contractors hired to provide services to the Chapter and members. This protocol is intended to facilitate excellent performance and ensure that contractors are providing high quality and cost-effective services to the organization. The following lays out the steps required to complete contract reviews.

### STEPS TO COMPLETE CONTRACT REVIEWS

#### CONTRACTOR COMPLIANCE WITH CALIFORNIA INDEPENDENT CONTRACTOR REQUIREMENTS

All independent contractors hired by the Chapter shall be required to send to the Chapter a copy of their business license or equivalent document from the city or county in which they do business and shall comply with all other requirements of AB 5, Statutes of 2019.

#### CONTRACT ASSIGNMENTS

Each contract shall be assigned to a Vice President or Vice Presidents for responsibility in complying with the Contract Review Protocol according to designated portfolios as listed in Table 2, page 4 (hereafter referred to as the “Designated VP or VPs”).

#### PRIORITIZED CONTRACT REVIEW

All contracts shall be reviewed on a regular basis according to a standardized priority schedule set by the Designated VP or VPs. Each contract must at a minimum be reviewed at least once every 4 years by the Designated VP or VPs. Priority shall be given to those contracts that are:

1. The subject of current and documented complaints or concerns from the Designated VP, the Board members or APA members.
2. Most significant to the core services and financial integrity of the organization.
3. Of largest value.

## EVALUATION PROCESS

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NOTIFICATION AND SCHEDULING OF PERFORMANCE EVALUATION AND PREPARATION OF DRAFT PERFORMANCE REPORT: The Designated VP or VPs will notify the President and VP of Administration a minimum of 4 months prior to contract expiration that review of the contract is warranted. The Designated VP or VPs, President, and VP of Administration will then conduct a performance evaluation and prepare and submit a draft report and recommendation for consideration by the Executive Board. The performance evaluation may be conducted in person or by conference call.

ROLE OF EXECUTIVE DIRECTOR AND OTHER APPROPRIATE PARTIES: The Executive Director will serve an advisory role on all contract evaluations and will coordinate with the Designated VP or VPs and other evaluators in the preparation of the draft report and recommendation to the Executive Board. Other appropriate parties may also contribute to the evaluation as determined by the VP or VPs.

USE OF MEMBERSHIP SATISFACTION SURVEYS: Prior to a performance evaluation, contractor “member satisfaction surveys” may also be conducted, or contractor satisfaction questions may be added to a more general membership survey, as the President shall determine. The surveys may be used to gather input from the membership at large regarding the quality of services and level of benefit to the organization a contractor is providing. Results from the survey will be considered in the contract review evaluation as applicable.

EVALUATION CRITERIA AND FORMAT: Evaluations are to be performed according to the standard criteria established for conducting service satisfaction evaluation and cost-effectiveness for all contracts as included in Table 1, page 3. The point-rated evaluation criteria shall serve as the benchmarks against which all contracts are measured to determine the relative merit of the contract, performance of the contractor and overall value to APA California, and to assess whether the contract is best serving the needs of the organization. Each contractor shall be rated using the points-rated criteria to arrive at a “Poor performance/value-XX points,” rating, “adequate performance/value – XX points” rating, or “strong performance/high value-XX points” rating.

VP REVIEW OF DRAFT REPORT AND EVALUATION RESULTS WITH CONTRACTOR: Once the Executive Board has reviewed and provided input and direction on the draft report and recommendation, the Designated VP or VPs shall share the evaluation with the contractor who will be given an opportunity to ask questions and provide additional information the contractor believes should be taken into account in the evaluation. New material information will be provided for further review by the Executive Board.

SUBMITTAL OF FINAL EVALUATION AND RECOMMENDATION TO THE EXECUTIVE BOARD: The Designated VP or VPs shall prepare a final evaluation report and recommendation, including contractor input, and shall submit both for approval to the Executive Board. The Executive Board shall then submit a final report and Executive Board recommendation to the full Board of Directors for consideration and final action. Unsatisfactory results (score of XX or less) will be considered by the Executive Board as a basis for recommending to the full Board that a contract be put out to bid. In addition, other considerations may warrant a recommendation for a re-bid even for contracts receiving satisfactory marks including a re-bid to ensure the organization is getting the best market price, regardless of performance of the contractor.

FINAL ACTION ON EXECUTIVE BOARD’S EVALUATION AND RECOMMENDATION BY FULL BOARD: The final decision regarding actions on a contract, which may include re-bidding, extension, or termination, will be made by the full Board of Directors considering the evaluation score and additional factors such as institutional knowledge and length of time since the contract amount has increased. Should the recommendation be to re-bid the contract, APA California may or may not invite the current contractor to submit a new bid before commencing the bidding process.

## EVALUATION CRITERIA

Below is the list of criteria to be used for contractor evaluations. Evaluation Scoring shall be determined as follows:

Rate the contractor with scores 3 through 1.

3 = Exceeds Expectations

2 = Meets Expectations

1 = Does Not Meet Expectations

N/A = Not Applicable

Detailed comments shall be provided for all scores. Additional criteria specific to the contractor's Scope of Services may also be added at the end of the evaluation if those evaluating the contractor believe the criteria will add benefit to the final evaluation.

**TABLE 2 – EVALUATION CRITERIA**

	CRITERIA	SCORE
1	Did the contractor communicate with the Board, Designated VP or VPs, and other Board members and APA members as appropriate to the specific contract, and in a manner that facilitated effective and efficient decisions? COMMENTS:	
2	Did the contractor coordinate and work cooperatively with all applicable parties (vs. work independently)? COMMENTS:	
3	Were materials/services rendered completed on a timely basis? COMMENTS:	
4	Were the services rendered in a professional manner? COMMENTS:	
5	Did the materials/services rendered meet contract requirements? COMMENTS:	
6	Was the quality of the materials/services rendered acceptable? COMMENTS:	
7	Did the services rendered contribute to enhancing the reputation and membership of the organization? COMMENTS:	
8	Were services rendered conducted in the best financial interest of the organization? COMMENTS:	

9	Do the contract requirements (services rendered) and contract budget provide high value to the organization? COMMENTS:	
10	Is the contractor providing materials/services at a competitive price? (Research required before interview to check on fees charged for similar services in existing market place.) COMMENTS:	
	TOTAL SCORE	

## 2020 APA CALIFORNIA CONTRACTS, DESIGNATED VP, CONTRACT TERMS, FEES AND SCOPE OF SERVICES:

Below are the current contractors, their services, the VP or VPs responsible for their contracts and services, the terms of the contracts, and current fees. For the Scope of Services, go to the link below in the California Board Binder portion of the APA website.

<https://www.apacalifornia.org/about/apa-california-board/board-binder/>

TABLE 2 – CONTRACT ASSIGNMENTS

CONTRACTOR SERVICES (& CURRENT CONTRACTOR)	VP or VPs	TERM OF CONTRACT	FEES
<b>Executive Director</b> (Stefan/George Associates)	President and VP Administration	2 Years (2019-2020)	\$66,000 per year
<b>Lobbying</b> (Stefan/George Associates)	VP Policy & Legislation	2 Years (2019-2020)	\$96,000 per year
<b>Association Management/Webmaster</b> (Atego Resources)	Vice Presidents for Administration and Public Information	2 Years (2019-2020)	\$41,750 per year
<b>Conference Services</b> (Atego Resources)	VP for Conferences (The Conference Host Committee and Standing Conference Committee will be invited to submit an evaluation report prior to the contract review)	2 Years (2019-2020)	\$ 17,000 per year
<b>Board, CM and Membership Services</b> (New Horizon Enterprise)	VP Presidents Marketing & Membership and for Conferences	2 Years 2019-2020	\$57,000 per year for Chapter Services  \$9,500 per year for Conference Services

<b>Publication Management and Production (GRANDESIGNS)</b>	Vice Presidents for Public Information and Administration	1 Year 2020	\$29,200 per year for Chapter publication and design services - \$1,500 per year for Annual Report, Award and Great Places services
<b>Conference Publication and Design (GRANDESIGNS)</b>	VP for Conferences (The Conference Host Committee and Standing Conference Committee will be invited to submit an evaluation report prior to the contract review)	1 Year 2020	\$10,000 per year excluding production costs
<b>Conference Management (MEETINGS &amp; EVENTS MGMT – Deene Alongi)</b>	VP for Conferences (The Conference Host Committee and Standing Conference Committee will be invited to submit an evaluation report prior to the contract review)	1 Year 2020	\$30,000 plus hotel commissions
<b>Chapter Accountant Services (BOWMAN)</b>	VP for Administration	1 Year 2020	\$7,500 per year
<b>Registration and Website Design and Management (VIETH CONSULTING)</b>	Vice Presidents for Conferences and Public Information (The Conference Host Committee and Standing Conference Committee will be invited to submit an evaluation report prior to the contract review)	1 Year 2020	\$3,300 for Redesign of Conference Registration Website and \$260 per month for Website Hosting
<b>Chapter Bookkeeping Services (SIMPLY BOOKKEEPING)</b>	VP for Administration	2 Years 2019-2020	\$60 per hour
<b>Chapter &amp; Conference Proofreading Services (CAROL MALIN)</b>	Vice Presidents for Conferences, Public Information and Administration	1 Year 2020	\$350 per issue of <i>CalPlanner</i> up to 6 issues per year; Annual Report and Conference Services \$10 per page

<b>Chapter Website Contractor</b> (Digital Gear)	Vice President for Public Information	Perpetual Contract until Terminated	\$7,400 per year for hosting and support
<b>Membership Program Manager (North)</b> (Ben Morrison – Magnetic 28 LLC)	President	1 Year 2020 (Not yet completed)	Not yet completed
<b>Membership Program Manager (South)</b> (Karolina Gorska)	President	1 Year 2020 (Not yet completed)	Not yet completed