

**APPROVED**

**APR 15 2009**

REPORT OF GENERAL MANAGER

NO. 09-087

DATE April 15, 2009

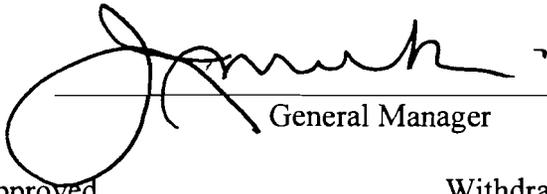
**BOARD OF RECREATION  
and PARK COMMISSIONERS**

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: WINTER THEME LIGHTING AT PERSHING SQUARE PARK - REQUEST FOR PROPOSALS (RFP)

R. Adams _____	J. Kolb _____
H. Fujita _____	*F. Mok <u>fm</u>
S. Huntley _____	K. Regan _____
V. Israel _____	M. Shull _____

  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the Request for Proposals (RFP) for Winter Theme Lighting at Pershing Square Park, substantially in the form on file in the Board Office, subject to review and approval of the City Attorney as to form;
2. Direct the Board Secretary to transmit the RFP to the City Attorney for approval as to form; and,
3. Authorize staff to advertise the RFP and conduct the RFP process, subsequent to City Attorney review and approval as to form.

SUMMARY:

Pershing Square Park is an outdoor concert and event center located in the heart of downtown Los Angeles. The Department of Recreation and Parks hosts free programs for the residents and visitors throughout the year. From mid-November to mid-January, Pershing Square Park is transformed into a winter wonderland and festive environment by being decorated and illuminated with outdoor winter theme lighting.

On October 18, 2006, Contract Number 3205 for winter theme lighting at Pershing Square was awarded to Mobile Illumination, Inc. (Board Report No. 06-305). On September 5, 2007, the contract was amended to extend the term to October 31, 2009, and increase the ceiling amount to

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\$297,000 (Board Report No. 07-201). It is necessary to secure a new contract and select a contractor for a multi-year contract to ensure that service continues. The scope of work in the RFP will include guidelines for the design, rental, installation, maintenance, and removal of outdoor winter theme lighting at Pershing Square Park.

Staff has developed and is now ready to release, at the direction of the Board, an RFP which will be advertised in several periodicals; available on the Department's website; and posted on the Los Angeles Business Assistance Virtual Network (BAVN). In addition, a letter inviting bids will be mailed to interested parties from a mailing list maintained by the Department.

A conference will be held approximately one month after the release of the RFP in order to provide potential proposers with a review of the submittal documents, compliance documents, and requirements for the Good Faith Effort Subcontractor Outreach as required by Executive Directive No. 2001-26, Riordan Series and the Board's policy (Board Report No. 177-89).

### Evaluation Process

Proposals will be evaluated in two Levels. Level I will be a check and review by staff for required compliance and submittal documents. Level II will be a comprehensive evaluation of the proposals by a panel of City employees. Proposers must successfully pass Level I to proceed to Level II.

For the purpose of evaluation, the responsive proposals to Level I will be evaluated on the criteria below (Level II):

- 1) Experience and Qualifications (25 points);
- 2) Proposed Design (25 points);
- 3) Proposed Compensation (50 points);

The selected proposer will be recommended to the Board for a one (1) year contract, with two (2) one (1) year options to renew, exercisable at the sole discretion of the General Manager, in an amount not to exceed \$85,000 per year, and total compensation over three (3) years will not exceed \$255,000. The contract amount is an estimate, and the Department does not guarantee that the contract maximum amount will be reached. The Department, in entering into an agreement, guarantees no minimum amount of business or compensation. The contract awarded through this RFP shall be subject to funding availability and early termination by Department, as provided in the Standard Provisions for City Contracts (Rev. 10/03).

Funding for this contract will be provided from Fund No. 302, Department 89, Account 810M, Pershing Square Parking Operations.

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FISCAL IMPACT STATEMENT:

Releasing the Request for Proposals has no impact to the Department's General Fund.

Report prepared by Raymond Chang, Senior Management Analyst I, Finance Division, Administrative Resources Section, Service Contracts Group.