

APPROVED
AUG 13 2014

REPORT OF GENERAL MANAGER

NO. 14-217

DATE August 13, 2014

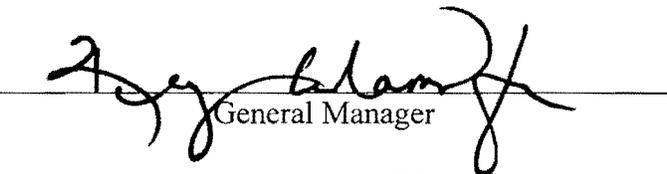
**BOARD OF RECREATION
& PARK COMMISSIONERS**

C.D. 14

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PERSHING SQUARE – WINTER THEMED LIGHTING – REQUEST FOR PROPOSALS

R. Adams _____	V. Israel _____
R. Barajas _____	K. Regan _____
H. Fujita _____	*N. Williams <u>NDW</u>


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

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 review and approval as to form;
3. Authorize staff to advertise the RFP and conduct the RFP process, subsequent to City Attorney review and approval as to form;
4. Authorize staff to issue an amendment to Contract No. 3331, increasing the contract amount by \$75,000.00 for a contract total of \$375,000.00, and extending the contract by one (1) year through September 30, 2015, subject to the approval of the Mayor and of the City Attorney as to form, while the Department conducts the RFP process;
5. Find, in accordance with Charter Section 1022 (attachments 1 and 2), that the Department does not have personnel available in its employ with sufficient time and expertise to undertake these specialized services and that it is more feasible to secure these services by contract amendment;

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6. Find, in accordance with Charter Section 371 (e)(2) that for the temporary continuation of professional services for Pershing Square Winter Themed Exterior lighting and Décor, that competitive bidding is not practicable or advantageous;
7. Direct the Board Secretary to transmit forthwith the proposed Amendment to the Mayor in accordance with Executive Directive No. 3 and, concurrently, to the City Attorney for approval as to form; and,
8. Authorize the Board President and Secretary to execute the Amendment upon receipt of the necessary approvals.

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 (Department) 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 September 1, 2010, Contract No. 3331 for winter theme lighting at Pershing Square was awarded to Mobile Illumination, Inc., as a result of a RFP process (Board Report No. 10-239). On June 27, 2013, a contract amendment was approved to extend the term by one (1) year to September 30, 2014 and increase the contract amount by \$75,000.00 for a contract total of \$300,000.00 (Board Report No. 13-172). It is necessary to amend this contract to extend it for another year, through September 30, 2015, while a new RFP process is done to select a contractor for a new multi-year contract, to ensure that service will continue. 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 a minimum of one periodical, will be available for viewing and downloading on the Department's website, and will be 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 two (2) weeks after the release of the RFP in order to provide potential proposers with a review of the submittal documents, and the compliance documents.

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The RFP process will take approximately twelve (12) months, which means a RFP released in August 2014 could mean execution as late as September 2015, explaining the requirement for an amendment to the existing Contract No. 3331.

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 proposals responsive 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 extend, exercisable at the sole discretion of the General Manager, in an amount not to exceed \$75,000.00 per year. 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.

Funding for this contract will be provided from Fund No. 302, Department 89.

FISCAL IMPACT STATEMENT:

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

Report prepared by Nancy Jeffers, Management Analyst II, Finance Division, Service Contracts Group.

PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Department of Recreation and Parks

2. Contacts

Department: Raymond Chang Phone No. (818) 243-6488 Fax No. 818-243-6451

CAO: Veronica Salumbides Phone No. (213) 473-7561 Fax No. 213-473-7514

3. Work to be performed:

Department of Recreation and Parks is seeking a contractor for the design, installation, maintenance, and removal of contractor provided winter-themed exterior lighting décor for Pershing Square Park. The contractor will provide a design proposal to include pictures, diagrams of products, product sizes/dimensions materials. The contractor will be required to provide requested maintenance within 48 hours, and provide other service guarantees as required by design and entertainment schedules. Approximate eight workdays are allowed for installation and removal of holiday lights and other ornaments provided by the contractor.

4. Is this a contract renewal? Yes No

5. Proposed length of contract: One year (two, one-year renewal options)

Proposed Start Date: November 1, 2009

6. Proposed cost of contract (if known): \$85,000

7. Name of proposed contractor: Unknown.

8. Unique or special qualifications required to perform the work:

The contractor must have exterior holiday lighting equipment in stock and the expertise to design, incorporate new and/or incorporate existing structures and landscape to meet an approved thematic holiday design.

9. Are there City employees that can perform **some of** the work being proposed for contracting?

Yes No

Classification	Departments	List Expires
Maintenance Laborer	Public Works, Airports, other	Continuous Exam
Maintenance and Construction Helper	Public Works, Airports, other	Continuous Exam
Mechanical Helper	Various	Continuous Exam
Electrical Craft Helper	Various	Continuous Exam

If yes,

Which class(es) and Department(s): See above.

b. Is there sufficient Department staff available to perform the work? Yes No

c. Is there a current eligible list for the class(es)? Yes No Expiration Date: See above.

- d. Estimated time to fill position(s) through CSC process? 2 to 8 months depending on the class.
- e. Can the requesting department continue to employ staff hired for the project after project completion? Yes No
- f. Are there City employees currently performing the **some of** the work? Yes No

10. Findings

- City employees DO NOT have the expertise to perform the work
- City employees DO have the expertise to perform **some of** the work

Check if applicable (explanation attached) and send to CAO for further analysis

- Project of limited duration would have to layoff staff at end of project
- Time constraints require immediate staffing of project
- Work assignment exceeds staffing availability

SUMMARY:

Cathy J. Tanaka
Submitted by

S. King, DC, ACSE
Approved by

12-21-16
Date

PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Recreation and Parks

2. Contacts:

Department: Nancy Jeffers Phone No. 213-202-4352

CAO: Jay Shin Phone No. 213-473-7559

3. Work to be performed:

The Department of Recreation and Parks is seeking a contractor for the design, installation, maintenance, and removal of contractor-provided winter-themed exterior lighting décor for Pershing Square Park. The contractor will provide a design proposal to include pictures, diagrams of products, and product sizes, dimensions and materials. The contractor will be required to comply with the park production schedule, provide requested maintenance within 48 hours, and provide other service guarantees as required by design and entertainment schedules. The approximate number of work days for the installation and removal crew is eight. Design and on-call maintenance hours/days will be variable.

Is this a contract renewal? Yes No

4. Proposed length of contract: Three years, with two one-year renewal options, with potential amendments to extend

Start Date: October 2014

6. Proposed cost of contract (if known): Up to \$75,000 per year; \$225,000 for three years

7. Name of proposed contractor: To be determined

8. Unique or special qualifications required to perform the work:

The contractor must have exterior holiday lighting equipment in stock. The contractor must have the expertise to design, provide and incorporate new structures and landscape, as well adapt existing ones, to meet an approved thematic winter holiday design.

9. Are there City employees that can perform the work being proposed for contracting?

Yes No

If yes,

a. Which class (es) and Department(s):

b. Is there sufficient Department staff available to perform the work? Yes No

c. Is there a current eligible list for the class(es)? Yes No Expiration Date

d. Estimated time to fill position(s) through CSC process?

e. Can the requesting department continue to employ staff hired for the project after project completion? Yes No

f. Are there City employees currently performing of the work? Yes No

10. Findings

City employees DO NOT have the expertise to perform the work

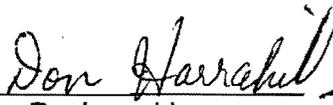
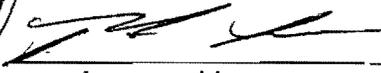
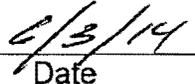
City employees DO have the expertise to perform work. (Please see summary below.)

Check if applicable (explanation attached) and send to CAO for further analysis

- Project of limited duration would have to layoff staff at end of project
- Time constraints require immediate staffing of project
- Work assignment exceeds staffing availability

SUMMARY:

Recreation and Parks is seeking a contractor to perform certain tasks related to winter-themed exterior lighting décor for Pershing Square Park. There are some City classifications, such as Maintenance Laborer and Electrical Craft Helper, that may be able to perform some of the work. However, these classifications would not perform the design aspect of the work. In addition, the department indicated that it does not have sufficient staff with the appropriate expertise to perform the work.

			
Submitted by	Reviewed by	Approved by	Date
Elizabeth A. Terry	Don Harrahill	Raul Lemus	
Sr. Personnel Analyst I	Sr. Personnel Analyst II	Chief Personnel Analyst	