

**APPROVED**

AUG 12 2015

BOARD OF RECREATION  
AND PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 15-192

DATE August 12, 2015

C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PERSHING SQUARE PARK – AWARD OF CONTRACT TO MOBILE ILLUMINATION, INC., FOR WINTER THEME LIGHTING

R. Barajas \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
V. Israel \_\_\_\_\_

K. Regan \_\_\_\_\_  
\*N. Williams NPW

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

Approved

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Waive the late submission of the 2012 gross revenue figures by Mobile Illumination, Inc.; and
2. Approve a proposed Contract, substantially in the form on file in the Board Office, between the City of Los Angeles Department of Recreation and Parks (Department) and Mobile Illumination, Inc., for the design, rental, installation, maintenance, repair, and removal of winter-themed exterior lighting and décor for Pershing Square Park, in an amount not to exceed Seventy-Five Thousand Dollars (\$75,000.00) per year, for a term of one (1) year, with two (2) one-year extension options exercisable at the sole discretion of the General Manager, subject to the approval of the Mayor and of the City Attorney as to form; and
3. Find, in accordance with Charter Section 1022, 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; and
4. Find, in accordance with Charter Section 371(e)(10) and Los Angeles Administrative Code Section 10.15(a)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criterion, such as price comparison, that will determine which proposer can best provide the services required by the Department for the improvement, operation and maintenance of the Department's concession; and

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5. Find that it is necessary to utilize the standard Request for Proposals (RFP) process and evaluate proposals received, based upon the criteria included in the RFP, to select the best proposer for this concession.
6. Find that the narrower and more specialized competitive sealed proposal process, authorized but not required by Los Angeles Charter Section 371. Subsection (b), would not meet the Department's needs and therefore opts to utilize the standard RFP process;
7. Direct the Board Secretary to transmit forthwith the proposed Contract 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 Contract upon receipt of the necessary approvals.
9. Authorize the General Manager, or designee, to make any necessary technical changes and incorporate such changes in the RFP.

### SUMMARY:

Pershing Square Park, located at 530 South Olive Street, Los Angeles, California 90012, is often identified as the center of the Downtown Los Angeles Business District and is one of the oldest parks owned and operated by the Department, having been built in 1866. The park is host to a number of programs and special events, including the annual "Downtown on Ice" outdoor ice skating rink where, from mid-November to mid-January, Pershing Square Park is decorated and illuminated with outdoor winter theme lighting.

On August 13, 2014, the Board approved the release of the Winter Theme Lighting at Pershing Square Park Request for Proposals (RFP) (Report No. 14-217).

On September 16, 2014, the RFP was advertised in a local periodical, posted on the Los Angeles Business Assistance Virtual Network (BAVN) and made available on the Department's website. In addition, a letter inviting bids was mailed to six (6) organizations from a mailing list maintained by the Service Contracts Unit.

On October 16, 2014, a Site Walk and Pre-Proposal Conference was held at Pershing Square Park and attended by six (6) companies.

On January 27, 2015, five (5) proposals were received from the following two (2) firms:

- Mobile Illumination, Inc.: Proposal 1 LED Wall Wash Emphasis
- Mobile Illumination, Inc.: Proposal 2 LED Trunk Wrap Emphasis

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- T & G Global LLC DBA St. Nicks: Proposal Enchanted Ice
- T & G Global LLC DBA St. Nicks: Proposal Galaxy of Jeweled Stars
- T & G Global LLC DBA St. Nicks: Proposal Journey to the Northern Lights

As stipulated in the RFP, evaluation of the bid proposals would occur in two (2) levels. Level I would be a check and review for required compliance and submittal documents and Level II would be a comprehensive evaluation of the proposal, by an evaluation panel. Proposers must successfully pass the first level to proceed to the next level.

### Level I Evaluation

Staff performed a Level I review of the following required documents:

#### Compliance Documents:

- 1) Proposer's Signature Declaration and Affidavit
- 2) Disposition of Proposals
- 3) Affirmative Action Plan
- 4) Contractor Responsibility Ordinance (CRO) Statement
- 5) Equal Benefits Ordinance (EBO) Statement
- 6) Living Wage Ordinance & Service Contractor Worker Retention Ordinance
- 7) Business Inclusion Program
- 8) Bidder Certification - CEC Form 50
- 9) Bidder Contributions - CEC Form 55
- 10) First Source Hiring Ordinance

#### Submittal Documents/Proposal Requirements:

- 1) Number of Copies
- 2) Cover Letter
- 3) Proposal Deposit
- 4) Experience and Qualifications
- 5) Profile and History of Firm
- 6) Resumes of Key Personnel
- 7) Experience with Similar Contracts, Exhibit D Table
- 8) Reference Letters
- 9) Proposed Design
- 10) Proposed Compensation

Proposals are found either Responsive (pass) or Non-Responsive (fail). The following is the complete Level I findings:

- The two (2) proposals submitted by Mobile Illumination, Inc., were found responsive in all ten (10) Compliance Documents, and found responsive in all ten (10) Submittal Documents/Proposal Requirements. However, one (1) of the six (6) items in item (5) of

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Submittal Documents/Proposal Requirements required submission of the 2012 and 2013 gross revenue figure. Mobile Illumination, Inc. provided 2013 and 2014 figures and subsequently the 2012 figure.

The Board is asked to waive the 2012 gross revenue requirement as a minor discrepancy, as the most recent years revenue is preferred, and the formality can be and was met. (Attachments A-1, A-2 and A-3 are the charts of required and provided proposal submissions, Attachments A-4 and A-5 are copies of letters to and from the proposer, advising of the gross revenue requirement and the proposer response).

- The three (3) proposals submitted by T&G Global LLC DBA St. Nick's, were found responsive in nine (9) Compliance Documents, and non-responsive in one (1) Compliance Document (Business Inclusion Program). The proposals did not pass Level I as the Business Inclusion Program (BIP) as required under Table of Contents VII. EXHIBIT B. SECTION G of the RFP. Page 2 of Section G, under SUMMARY SECTION, A. GENERAL advises "Failure to comply with the City's BIP outreach requirements will render the response non-responsive and result in its rejection." Section IV. Instructions to Proposers B. Submittal Requirements: 4. Compliance Document Section G, Business Inclusion Program (BIP) Requirements, on page 7, also advises "A proposer's failure to utilize and complete their BIP Outreach as described in BIP Requirements (Section I.G. of Exhibit B) may result in their proposal being deemed non-responsive". This item cannot be waived. (Attachments B-1, B-2, B-3 and B-4 are the charts of required and provided proposal submissions, and Attachments B-5 and B-6 are copies of the letter and email sent to the proposer; a response was not received from this proposer.)

Two (2) of the five (5) proposals submitted passed the Level I evaluation and were found responsive to the RFP: Mobile Illumination, Inc. Proposal 1 LED Wall Wash Emphasis and Mobile Illumination, Inc. Proposal 2 LED Trunk Wrap Emphasis;

On May 22, 2015, an evaluation panel composed of three (3) Department employees with extensive experience with Department sponsored public events interviewed the three (3) proposers and evaluated the proposals for the Level II evaluation. The panelists were:

- Annamaria Galbraith-Stewart, Recreation Supervisor
- Louise Capone, Senior Recreation Director
- Gus Sedano, Recreation Coordinator

Each proposal was scored in the areas of Experience and Qualifications (25 points possible), Proposed Design (25 points possible) and Proposed Compensation (50 points possible). The average scores given by the evaluation panel are as follows:

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Proposer	Experience and Qualifications	Proposed Design	Proposed Compensation	Averaged Total
Mobile Illumination, Inc. – <u>Proposal 1</u> LED Wall Wash Emphasis	23	23	47	93
Mobile Illumination, Inc. – <u>Proposal 2</u> LED Trunk Wrap emphasis	20	21	43	84

Mobile Illumination, Inc. Proposal 1 LED Wall Wash Emphasis, received the highest score. Staff reviewed the responsive proposals, verified background and experience and finds that Mobile Illumination, Inc. is a responsible and capable company whose proposal using LED lights with a wall wash emphasis best meets the needs of the Department.

Mobile Illumination, Inc., has been in business since 1999, and has provided service to various municipalities, such as the City of Santa Monica and the City of Torrance. The company has provided winter theme lighting services at Pershing Square Park for the “Downtown on Ice” event for the last nine (9) years. These services include the design, rental, installation, maintenance, repair, and removal of winter-themed exterior lighting and décor.

It is recommended that the Mobile Illumination, Inc., original submission of gross revenue for 2014, instead of the 2012 year requested and later provided, be waived as an informality and a contract to provide Winter Theme Lighting at Pershing Square Park be awarded to Mobile Illumination, Inc. for their Proposal 1, using LED lights with a Wall Wash Emphasis, in an amount not to exceed Seventy-Five Thousand Dollars (\$75,000.00) per year, for a term of one (1) year with two (2) one (1)-year options to extend, exercisable at the sole discretion of the General Manager.

Charter Section 1022

Los Angeles City Charter Section 1022 prohibits contracting out work that could be done by City employees unless the Board determines it is more economical and/or feasible to contract out the service.

On June 3, 2014, the Personnel Department completed a Charter Section 1022 review (Attachment C) and determined that although City employees are currently performing some of the work, the contractor must have the exterior holiday lighting equipment in stock and the expertise to design, incorporating new and/or existing structures and landscape to meet an approved thematic holiday design, which the Department does not have. The Personnel Department also found that the project is of limited duration and staff would have to be laid off at the end of the project. It is, therefore, more feasible to secure these services through an independent contractor.

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FISCAL IMPACT STATEMENT:

There is no impact to the Department's General Fund as funds are available in the Pershing Square Special Accounts.

This report was prepared by Nancy Jeffers, Management Analyst II, Finance Division, Service Contracts Group.

**Mobile Illumination Inc. Proposal 1 LED Wall Wash Emphasis  
Winter Theme Lighting at Pershing Square Park RFP (SCG 14-101)  
LEVEL I EVALUATION**

<b>I. Compliance Documents</b>		<b>Submitted</b>	<b>In Compliance</b>	<b>Comments</b>
A.	Proposer's Signature Declaration and Affidavit of Non-Collusion Page	Yes	Yes	
B.	Disposition of Proposals	Yes	Yes	
C.	Affirmative Action Plan	Yes	Yes	Documents uploaded to BAVN (ID 19525)
D.	Contractor Responsibility Ordinance (CRO) Statement	Yes	Yes	
E.	Equal Benefits Ordinance (EBO) Statement	Yes	Yes	Documents uploaded to BAVN (ID 19525)
F.	Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO)	No	Yes	Only submit if requesting an exemption
G.	Business Inclusion Program	Yes	Yes	BAVN
H.	Bidder Certification CEC Form 50	Yes	Yes	
B2	Bidder Certification CEC Form 55	Yes	Yes	
B3	First Source Hiring Ordinance	Yes	Yes	Documents uploaded to BAVN (ID 19525)
<b>II. Proposal Items</b>		<b>Submitted</b>	<b>In Compliance</b>	<b>Comments</b>
1.	Number of Copies	Yes	Yes	
2.	Cover Letter	Yes	Yes	
3.	Proposal Deposit	Yes	Yes	
	V. A. Experience and Qualifications - 5 years of continuous experience with in last 10 years.	Yes	Yes	The cover letter confirms over 9 years of continuous contract experience
4.	V.A.1.a. Profile of firm, brief history, year founded, approximate number of personnel, 2012 & 2013 gross revenue	Yes	No	2013 and 2014 gross revenue provided.
5.	V.A.1.b. Resumes of key personnel on this project - title, professional or relevant licenses, years of experience	Yes	Yes	
6.	V.A.2. Experience with Similar Contracts. Complete Exhibit D Table	Yes	Yes	
7.	V.A.3. Reference: minimum of 3 letters	Yes	Yes	
8.	V..B.1. Proposed Design: witten narative	Yes	Yes	
9.	V.B.2. Proposed Design: illustrations/diagrams/specifications	Yes	Yes	
10.	V.C. Proposed Compensation	Yes	Yes	

**Mobile Illumination Inc. Proposal 2 Trunk Wrap Emphasis  
Winter Theme Lighting at Pershing Square Park RFP (SCG 14-101)  
LEVEL I EVALUATION**

<b>I. Compliance Documents</b>		<b>Submitted</b>	<b>In Compliance</b>	<b>Comments</b>
A.	Proposer's Signature Declaration and Affidavit of Non-Collusion Page	Yes	Yes	
B.	Disposition of Proposals	Yes	Yes	
C.	Affirmative Action Plan	Yes	Yes	Documents uploaded to BAVN (ID 19525)
D.	Contractor Responsibility Ordinance (CRO) Statement	Yes	Yes	
E.	Equal Benefits Ordinance Statement	Yes	Yes	Documents uploaded to BAVN (ID 19525)
F.	Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO)	No	Yes	Only submit if requesting an exemption
G.	Business Inclusion Program	Yes	Yes	BAVN
H.	Bidder Certification CEC Form 50	Yes	Yes	
B2	Bidder Certification CEC Form 55	Yes	Yes	
B3	First Source Hiring Ordinance	Yes	Yes	Documents uploaded to BAVN (ID 19525)
<b>II. Proposal Items</b>		<b>Submitted</b>	<b>In Compliance</b>	<b>Comments</b>
1.	Number of Copies	Yes	Yes	
2.	Cover Letter	Yes	Yes	
3.	Proposal Deposit	Yes	Yes	
	V. A. Experience and Qualifications - 5 years of continuous experience with in last 10 years.	Yes	Yes	The cover letter confirms over 9 years of continuous contract experience.
4.	V.A.1.a. Profile of firm, brief history, year founded, approximate number of personnel, 2012 & 2013 gross revenue	Yes	No	2013 and 2014 gross revenue provided.
5.	V.A.1.b. Resumes of key personnel on this project - title, professional or relevant licenses, years of experience	Yes	Yes	
6.	V.A.2. Experience with Similar Contracts. Complete Exhibit D Table	Yes	Yes	
7.	V.A.3. Reference: minimum of 3 letters	Yes	Yes	
8.	V..B.1. Proposed Design: written narrative	Yes	Yes	
9.	V.B.2. Proposed Design: illustrations/diagrams/specifications	Yes	Yes	
10.	V.C. Proposed Compensation	Yes	Yes	

CITY OF LOS ANGELES  
GUIDELINES FOR EVALUATION OF THE BUSINESS INCLUSION PROGRAM (BIP) OUTREACH CHECKLIST

Proposer: Mobile Illumination Inc. Proposals 1 and 2 Due Date: 1/27/15  
Project Name: Request for Proposals – Winter Theme Lighting at Pershing Square Park RFP #: SCG 14-101

Indicator	Required Documentation	Description of Submitted or Missing Documentation	Credit 1 & 2
<b>2 Pre-bid Meeting</b>	The pre-bid meeting was not required, a site walk was. A sign in sheet is the documentation.		Y
<b>3 Work Areas</b>	Proof of this must be demonstrated in Indicator 4.	<b>(Automatic after meeting Indicator 4 requirements)</b> - Areas are listed in notification e-mail on BAVN	Y
<b>4 Written Notices to Subcontractors</b>	E-mail or fax notification in each of the selected potential work areas to available MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs for each anticipated work area to be performed. The notification must be performed using the BAVN's BIP Outreach Reports system. The notification may be to potential sub-bidders/ subcontractors either currently registered on the BAVN or added to the BAVN by the bidder. Letters must contain areas of work selected to be subcontracted, City of Los Angeles project name, name of the bidder, and contact person's name, address, and telephone number. Bidders are required to send notifications to a sufficient number of firms in each potential sub work area as determined by the City. Typically, the sufficient number of firms is determined by the total number of potential sub-bidders/ subcontractors in each sub work area.	<b>(Must be sent no less than 15 days prior)</b> - Notification e-mail submitted via BAVN. Outreach number of firms is met as is date.	Y
<b>5 Plans</b>	Include, in Indicator 4, information detailing how, where, and when the bidder will make the required information available to interested potential sub-bidders/ subcontractors. The notification must be performed using the BAVN's BIP Outreach Reports system.	<b>(Automatic after meeting Indicator 4 requirements)</b> -	Y
<b>6 Negotiate in Good Faith</b>	a) Copies of all potential MBE/WBE/SBE/EBE/DVBE/OBE bids or quotes received must be submitted prior to award of a contract; and b) Schedule A must be submitted with proposal; and c) Online Summary Sheet must be completed, listing the bids or quotes received, the name of the sub-bidder/ subcontractor who submitted the bid or quote, and a brief reason given for selection/ non-selection of each subcontractor. The reasons for selection/ non-selection should be included in the Notes section of the online Summary Sheet. If the bidder elects to perform a listed work area with its own forces, they must include a bid/ quote for comparison purposes and an explanation must be provided and included on the Summary Sheet. All bids/ quotes received, regardless of whether or not the bidder outreached to the sub-bidder/ subcontractor, must be submitted. To this extent, the City expects the bidder to submit a bid/ quote from each sub-bidder/ subcontractor listed on the Summary Sheet. The Summary Sheet must be performed using the BAVN's BIP Outreach Reports system and must be submitted by 4:30 p.m. the following City working day after the date bids are received by the Department of Recreation and Parks. If a bid/ quote is submitted by a sub-bidder/ subcontractor that is not registered on the BAVN, the contractor is required to add that firm to their Summary Sheet.	Schedule A matches Summary Sheets online at BAVN and includes addition.	Y
<b>7 Bonds</b>	Include, in Indicator 4, information about the bidder's efforts to assist with bonds, lines of credit, and insurance. The notification must be performed using the BAVN's BIP Outreach Reports system.	<b>(Automatic after meeting Indicator 4 requirements)</b>	Y

**BOARD OF RECREATION AND  
PARK COMMISSIONERS**

**SYLVIA PATSAOURAS**  
PRESIDENT

**IRIS ZUÑIGA**  
VICE PRESIDENT

**LYNN ALVAREZ**  
**MELBA CULPEPPER**  
**MISTY M. SANFORD**

**LATONYA D. DEAN**  
COMMISSION EXECUTIVE ASSISTANT II

**CITY OF LOS ANGELES**  
CALIFORNIA



**ERIC GARCETTI**  
MAYOR

**DEPARTMENT OF  
RECREATION AND PARKS**

**EXECUTIVE OFFICE**  
P.O. BOX 86328  
LOS ANGELES, CA 90086-0328

(213) 202-2633

**MICHAEL A. SHULL**  
GENERAL MANAGER

April 8, 2015

Mr. Jason Zdenek  
Mobile Illumination, Inc.  
2817 Plummer St.  
Unit C  
Chatsworth, CA 91311

**WINTER THEME LIGHTING AT PERSHING SQUARE PARK REQUEST FOR  
PROPOSAL (SCG 14-101) – LEVEL I EVALUATION**

Dear Mr. Zdenek:

The Department of Recreation and Parks (Department) wishes to thank you for submitting two (2) proposals, Proposal 1 LED Wall Wash Emphasis and Proposal 2 LED Trunk Wrap Emphasis, both proposals for providing Winter Theme Lighting at Pershing Square Park.

As per the Request for Proposal (RFP) each proposal is required to pass evaluation Level I prior to moving on to evaluation Level II. Unfortunately, your proposals did not pass Level I evaluation for the following reasons:

- The proposals did not include the past two (2) year's annual gross revenue figures as required by the Request for Proposal (RFP) Section V.A.1.a.: year 2014 vs. the 2012 year gross revenue requested was supplied with 2013 gross revenues.

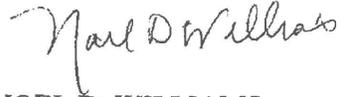
If you would like to review the submitted proposals with staff to determine the accuracy of the findings, or submit the missing documents, please contact Nancy Jeffers of the Service Contracts Group, at (213) 202-4352, by April 30, 2015. Should your proposal be recommended for award, the Board of Recreation and Park Commissioners and City Attorney will make the final determination on the missing documents to determine if informalities may be waived as per Los Angeles City Charter Section 371(c).

Again, thank you for submitting proposals and participating in the Department's RFP process. We appreciate your interest and will continue to notify you of future Department opportunities.



Mobile Illumination, Inc.  
April 8, 2015  
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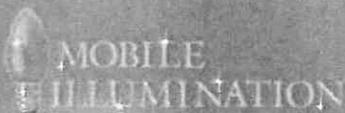
Sincerely,

A handwritten signature in cursive script that reads "Noel D. Williams".

NOEL D. WILLIAMS  
Chief Management Analyst

NDW:NJ

cc: Nancy Jeffers, Management Analyst II



21817 Plummer St. Suite C, Chatsworth, CA 91311

Attachment A-5

Toll Free: 800-840-1777

Fax: 818-888-7318

Email: [Info@MobileIllumination.com](mailto:Info@MobileIllumination.com)

April 23, 2015

Noel D. Williams  
Chief Management Analyst  
Department of Recreation and Parks  
P.O. Box 86328  
Los Angeles, CA 90086-0328

WINTER THEME LIGHTING AT PERSHING SQUARE PARK REQUEST FOR PROPOSAL (SCG 14-101)  
– LEVEL 1 EVALUATION LETTER DATED APRIL 8, 2015

Dear Noel,

Thank you for your letter dated April 8, 2015. We appreciate the opportunity to comply with the RFP Section V.A.1.a. as stated in your letter. As such, the requested information is below and would be the same for both of our proposals, Proposal 1 LED Wall Wash Emphasis and Proposal 2 LED Trunk Wrap Emphasis:

**2012 Gross Revenue: \$1,897,364**

**2013 Gross Revenue: \$1,985,500**

We greatly appreciate your time and efforts through this process. We look forward to the opportunity to continue providing you with quality service and excellent value.

Sincerely,

Jason Zdenek  
President



**T & G Global DBA St. Nicks's - Enchanted Ice Proposal  
Winter Theme Lighting at Pershing Square Park RFP (SCG 14-101)  
LEVEL I EVALUATION**

I. Compliance Documents		Submitted	In Compliance	Comments
A.	Proposer's Signature Declaration and Affidavit of Non-Collusion Page	Yes	Yes	
B.	Disposition of Proposals	Yes	Yes	
C.	Affirmative Action Plan	Yes	Yes	documents uploaded to BAVN (ID 68268)
D.	Contractor Responsibility Ordinance (CRO) Questionnaire	Yes	Yes	
E.	Equal Benefits Ordinance (EBO Statement)	Yes	Yes	documents uploaded to BAVN (ID 68268)
F.	Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO)	No	Yes	only submit if requesting an exemption
G.	Business Inclusion Program	No	No	Non-responsive, BIP not completed on BAVN - RFP EXHIBIT B COMPLIANCE DOCUMENTS, SECTION G., SUMMARY A. GENERAL page 2. non-responsive, BIP not completed on line
H.	Bidder Certification CEC Form 50	Yes	Yes	
B2	Bidder Certification CEC Form 55	Yes	Yes	
B3	First Source Hiring Ordinance	Yes	Yes	documents uploaded to BAVN (ID 68268)

II. Proposal Items		Submitted	In Compliance	Comments
1.	Number of Copies	Yes	No	SECTION IV. B.4. Proposal Submittal Information, Number of Copies, pg 9, one (1) non-bound reproducible copy was not submitted.
2.	Cover Letter	Yes	Yes	
3.	Proposal Deposit	Yes	Yes	
	V. A. Experience and Qualifications - 5 years of continuous experience with in last 10 years.	Yes	Yes	See attachment B of CRO
4.	V.A.1.a. Profile of firm, brief history, year founded, approximate number of personnel, 2012 & 2013 gross revenue	Yes	Yes	2012 and 2013 is in experience & qualifications
5.	V.A.1.b. Resumes of key personnel on this project - title, professional or relevant licenses, years of experience	Yes	Yes	
6.	V.A.2. Experience with Similar Contracts. Complete Exhibit D Table	Yes	Yes	
7.	V.A.3. Reference: minimum of 3 letters	Yes	Yes	
8.	V..B.1. Proposed Design: witten narative	Yes	Yes	
9.	V.B.2. Proposed Design: illustrations/diagrams/specifications	Yes	Yes	
10.	V.C. Proposed Compensation	Yes	Yes	

**T & G Global DBA St. Nicks's - Journey to the Northern Lights  
Winter Theme Lighting at Pershing Square Park RFP (SCG 14-101)  
LEVEL I EVALUATION**

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	V. A. Experience and Qualifications - 5 years of continuous experience with in last 10 years.	Yes	Yes	See attachment B of CRO
4.	V.A.1.a. Profile of firm, brief history, year founded, approximate number of personnel, 2012 & 2013 gross revenue	Yes	Yes	2012 and 2013 is in experience & qualifications
5.	V.A.1.b. Resumes of key personnel on this project - title, professional or relevant licenses, years of experience	Yes	Yes	
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8.	V..B.1. Proposed Design: witten narative	Yes	Yes	
9.	V.B.2. Proposed Design: illustrations/diagrams/specifications	Yes	Yes	
10.	V.C. Proposed Compensation	Yes	Yes	

**T & G GLOBAL dba St. Nick's Galaxy of Jeweled Stars Proposal  
Winter Theme Lighting at Pershing Square Park RFP (SCG 14-101)  
LEVEL I EVALUATION**

I. Compliance Documents		Submitted	In Compliance	Comments
A.	Proposer's Signature Declaration and Affidavit of Non-Collusion Page	Yes	Yes	
B.	Disposition of Proposals	Yes	Yes	
C.	Affirmative Action Plan and Non-discrimination /Equal Employment Practices Provisions	Yes	Yes	documents uploaded to BAVN (ID 68268)
D.	Contractor Responsibility Ordinance (CRO) Questionnaire	Yes	Yes	
E.	Equal Benefits Ordinance (EBO) Statement	Yes	Yes	documents uploaded to BAVN (ID 68268)
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2.	Cover Letter	Yes	Yes	
3.	Proposal Deposit	Yes	Yes	
	V. A. Experience and Qualifications - 5 years of continuous experience with in last 10 years.	Yes	Yes	See attachment B of CRO
4.	V.A.1.a. Profile of firm, brief history, year founded, approximate number of personnel, 2012 & 2013 gross revenue	Yes	Yes	2012 and 2013 is in experience & qualifications
5.	V.A.1.b. Resumes of key personnel on this project - title, professional or relevant licenses, years of experience	Yes	Yes	
6.	V.A.2. Experience with Similar Contracts. Complete Exhibit D Table	Yes	Yes	
7.	V.A.3. Reference: minimum of 3 letters	Yes	Yes	
8.	V.B.1. Proposed Design: witten narative	Yes	Yes	
9.	V.B.2. Proposed Design: illustrations/diagrams/specifications	Yes	Yes	
10.	V.C. Proposed Compensation	Yes	Yes	

## CITY OF LOS ANGELES

## GUIDELINES FOR EVALUATION OF THE BUSINESS INCLUSION PROGRAM (BIP) OUTREACH CHECKLIST

Proposer: T&G Global DBA St. Nick's Proposals 1-Enchanted Ice, 2- Journey to the Northern Lights, 3-Galaxy of Jeweled StarsDue Date: 01/27/15Project Name: Request for Proposals – Winter Theme Lighting at Pershing Square Park RFP #: SCG 14-101

Indicator	Required Documentation	Description of Submitted or Missing Documentation	Credit 1,2 & 3
<b>2 Pre-bid Meeting</b>	The pre-bid meeting was not required, the site walk was. A sign in sheet is the documentation.		Y
<b>3 Work Areas</b>	Proof of this must be demonstrated in Indicator 4.	<b>(Automatic after meeting Indicator 4 requirements) -</b>	N
<b>4 Written Notices to Subcontractors</b>	E-mail or fax notification in each of the selected potential work areas to available MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs for each anticipated work area to be performed. The notification must be performed using the BAVN's BIP Outreach Reports system. The notification may be to potential sub-bidders/ subcontractors either currently registered on the BAVN or added to the BAVN by the bidder. Letters must contain areas of work selected to be subcontracted, City of Los Angeles project name, name of the bidder, and contact person's name, address, and telephone number. Bidders are required to send notifications to a sufficient number of firms in each potential sub work area as determined by the City. Typically, the sufficient number of firms is determined by the total number of potential sub-bidders/ subcontractors in each sub work area.	<b>(Must be sent no less than 15 days prior) -</b>	N
<b>5 Plans</b>	Include, in Indicator 4, information detailing how, where, and when the bidder will make the required information available to interested potential sub-bidders/ subcontractors. The notification must be performed using the BAVN's BIP Outreach Reports system.	<b>(Automatic after meeting Indicator 4 requirements)</b>	N
<b>6 Negotiate in Good Faith</b>	a) Copies of all potential MBE/WBE/SBE/EBE/DVBE/OBE bids or quotes received must be submitted prior to award of a contract; and b) Schedule A must be submitted with proposal; and c) Online Summary Sheet must be completed, listing the bids or quotes received, the name of the sub-bidder/ subcontractor who submitted the bid or quote, and a brief reason given for selection/ non-selection of each subcontractor. The reasons for selection/ non-selection should be included in the Notes section of the online Summary Sheet. If the bidder elects to perform a listed work area with its own forces, they must include a bid/ quote for comparison purposes and an explanation must be provided and included on the Summary Sheet. All bids/ quotes received, regardless of whether or not the bidder outreached to the sub-bidder/ subcontractor, must be submitted. To this extent, the City expects the bidder to submit a bid/ quote from each sub-bidder/ subcontractor listed on the Summary Sheet. The Summary Sheet must be performed using the BAVN's BIP Outreach Reports system and must be submitted by 4:30 p.m. the following City working day after the date bids are received by the Department of Recreation and Parks. If a bid/ quote is submitted by a sub-bidder/ subcontractor that is not registered on the BAVN, the contractor is required to add that firm to their Summary Sheet.	Schedule A was submitted in proposal with two quotes.	N
<b>7 Bonds</b>	Include, in Indicator 4, information about the bidder's efforts to assist with bonds, lines of credit, and insurance. The notification must be performed using the BAVN's BIP Outreach Reports system.	<b>(Automatic after meeting Indicator 4 requirements)</b>	N

BOARD OF RECREATION AND  
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MAYOR

DEPARTMENT OF  
RECREATION AND PARKS

EXECUTIVE OFFICE  
P.O. BOX 86328  
LOS ANGELES, CA 90086-0328

(213) 202-2633

MICHAEL A. SHULL  
GENERAL MANAGER

April 8, 2015

Mr. Nicholas Adams  
T & G Global DBA St. Nick's  
527 E. 1<sup>st</sup> St. Suite 101  
Long Beach, CA 90802

**WINTER THEME LIGHTING AT PERSHING SQUARE PARK REQUEST FOR PROPOSAL (SCG 14-101) – LEVEL I EVALUATION**

Dear Mr. Adams:

The Department of Recreation and Parks (Department) wishes to thank you for submitting three (3) proposals, Enchanted Ice, Journey to the Northern Lights and Galaxy of Jeweled Stars, all proposals for providing Winter Theme Lighting at Pershing Square Park.

As per the Request for Proposal (RFP) each proposal is required to pass evaluation Level I prior to moving on to evaluation Level II. Unfortunately, your proposals did not pass evaluation Level I for the following reasons:

- The proposals did not pass the Business Inclusion Program (BIP) evaluation as required under Table of Contents VII. EXHIBIT B. SECTION G. of the RFP. Page 2 of Section G., under **SUMMARY, A. GENERAL** advises “**Failure to comply with the City’s BIP outreach requirements will render the response non-responsive and result in its rejection.**” Please see the attached BIP Scoring Summary.
- The proposal did not pass the Level I Evaluation Proposal Items as required under SECTION IV. B.4. **Proposal Submittal Information:** Number of Copies, Page 9, one (1) non-bound reproducible copy was not submitted.

If you would like to meet with our office to discuss the findings, please contact our office by April 30, 2015 to schedule an appointment. Again, thank you for submitting proposals and participating in the Department’s RFP process. We appreciate your interest and will continue to notify you of future Department opportunities.

T & G Global DBA St. Nick's  
April 8, 2015  
Page 2

If you have any additional questions or concerns regarding this letter, please contact Nancy Jeffers of the Service Contracts Group at (213) 202-4352.

Sincerely,

A handwritten signature in cursive script that reads "Noel D. Williams".

NOEL D. WILLIAMS  
Chief Management Analyst

NDW:NJ

Attachments

cc: Nancy Jeffers, Management Analyst II

CITY OF LOS ANGELES  
GUIDELINES FOR EVALUATION OF THE BUSINESS INCLUSION PROGRAM (BIP) OUTREACH CHECKLIST

Proposer: T&G Global DBA St. Nick's Proposals 1-Enchanted Ice, 2- Journey to the Northern Lights, 3-Galaxy of Jeweled Stars  
 Due Date: 01/27/15  
 Project Name: Request for Proposals – Winter Theme Lighting at Pershing Square Park RFP #: SCG 14-101

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<b>6 Negotiate in Good Faith</b>	a) Copies of all potential MBE/WBE/SBE/EBE/DVBE/OBE bids or quotes received must be submitted prior to award of a contract; and b) Schedule A must be submitted with proposal; and c) Online Summary Sheet must be completed, listing the bids or quotes received, the name of the sub-bidder/ subcontractor who submitted the bid or quote, and a brief reason given for selection/ non-selection of each subcontractor. The reasons for selection/ non-selection should be included in the Notes section of the online Summary Sheet. If the bidder elects to perform a listed work area with its own forces, they must include a bid/ quote for comparison purposes and an explanation must be provided and included on the Summary Sheet. All bids/ quotes received, regardless of whether or not the bidder outreached to the sub-bidder/ subcontractor, must be submitted. To this extent, the City expects the bidder to submit a bid/ quote from each sub-bidder/ subcontractor listed on the Summary Sheet. The Summary Sheet must be performed using the BAVN's BIP Outreach Reports system and must be submitted by 4:30 p.m. the following City working day after the date bids are received by the Department of Recreation and Parks. If a bid/ quote is submitted by a sub-bidder/ subcontractor that is not registered on the BAVN, the contractor is required to add that firm to their Summary Sheet.	Schedule A was submitted in proposal with two quotes.	N
<b>7 Bonds</b>	Include, in Indicator 4, information about the bidder's efforts to assist with bonds, lines of credit, and insurance. The notification must be performed using the BAVN's BIP Outreach Reports system.	<b>(Automatic after meeting Indicator 4 requirements)</b>	N



Nancy Jeffers <nancy.jeffers@lacity.org>

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## Winter Theme Lighting at Pershing Square Park Request for Proposals SCG 14-101

1 message

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**Nancy Jeffers** <nancy.jeffers@lacity.org>

Fri, Apr 10, 2015 at 12:47 PM

To: nick@st-nicks.com

Bcc: Nancy Jeffers <nancy.jeffers@lacity.org>

Please find attached the Level I Evaluation letter, with attachment, for the subject proposal.

You will be receiving the original via U.S. Mail.

Thank you.

Nancy Jeffers  
(213) 202-4352

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 **St. Nicks WTLatPSP Lvl 1 eval ltr 4.8.15.pdf**  
145K

## 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	