

**APPROVED**  
AUG 08 2018

BOARD REPORT

BOARD OF RECREATION  
AND PARK COMMISSIONERS

NO. 18-160

DATE August 08, 2018

C.D. 14

BOARD OF RECREATION AND PARK COMMISSIONERS

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

AP Diaz	_____	V. Israel	_____
R. Barajas	_____	S. Piña-Cortez	_____
H. Fujita	_____	*N. Williams	<u>NDW</u>

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

Approved X

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

1. Approve a proposed Request for Proposals (RFP) for Winter Theme Lighting at Pershing Square Park, substantially in the form as Attachment A to this Report, for a one year contract with two (2) one-year renewal options exercisable at the discretion of the Department of Recreation and Parks (RAP) General Manager, in an amount not to exceed Eighty-Five Thousand Dollars (\$85,000.00) per year and not to exceed Two Hundred Fifty-Five Thousand Dollars (\$255,000.00) over three years, subject to review and approval of the City Attorney as to form;
2. Find, in accordance with Charter Section 1022 (Attachment B), that the City does not have personnel available in its employ with sufficient expertise to provide these professional services and that it is more economical and feasible to secure the services of an independent contractor;
3. Direct the Board of Recreation and Park Commissioners (Board) Secretary to transmit the RFP to the City Attorney for review and approval as to form;
4. Authorize staff to advertise the RFP and conduct the RFP process, subsequent to City Attorney review and approval as to form; and,
5. Authorize RAP's General Manager, or designee, to make any necessary technical corrections to the RFP to carry out the intent of this Report.

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### SUMMARY:

Pershing Square Park is an outdoor concert and event center located in the heart of downtown Los Angeles. RAP 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 November 4, 2015, Contract No. 3535 with Mobile Illumination, Inc. was executed, for winter themed lighting at Pershing Square for a term of three years, as a result of an RFP process (Report No. 15-192). On July 11, 2018, Contract No. 3535 was amended to extend the term by one year (Report No. 18-133) to September 30, 2019. This extension will allow for a new RFP process to select a contractor for a new multi-year contract to ensure that this service may 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 will release, at the direction of the Board, an RFP which will be advertised in a minimum of one periodical; available on RAP'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 RAP.

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.

The RFP is an approximate twelve (12) month process, which means an RFP released in September 2018 could mean execution as late as August 2019, explaining the requirement for an amendment to the existing contract no. 3535.

### 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 requirements 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 RAP's General Manager, in an amount not to exceed \$85,000.00 per year. The contract amount is an estimate, and RAP does not guarantee that the contract maximum amount will be reached. RAP, in

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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 RAP, as provided in the Standard Provisions for City Contracts (Rev. 10/17) [v.3].

Funding for this contract will be provided from Fund No. 58WQ, Department 89, Account 810M, Pershing Square Parking Operations.

### FISCAL IMPACT STATEMENT:

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

Report prepared by Nancy Jeffers, Management Analyst I, Finance Division, Grants Administration, Contracts.

### LIST OF ATTACHMENTS:

- A) RFP
- B) 1022



# City of Los Angeles

DEPARTMENT OF  
RECREATION AND PARKS

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REQUEST FOR PROPOSALS (SCG 18-102)

## Winter Theme Lighting At Pershing Square Park

<b>Release Date:</b>	TBD _____
<b>Site Walk:</b>	TBD _____ <b>10:00 A.M.</b> Pershing Square Park 532 South Olive Street Los Angeles, CA 90013
<b>Pre-Proposal Conference:</b>	TBD _____ <b>11:00 A.M.</b> Pershing Square Park 532 South Olive Street Los Angeles, CA 90013
<b>Due Date:</b>	TBD _____ <b>3:00 P.M.</b> Department of Recreation and Parks Office of the Board of Commissioners 221 North Figueroa Street, Suite 1510 Los Angeles, CA 90012

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CITY OF LOS ANGELES, DEPARTMENT OF RECREATION AND PARKS

221 N. Figueroa St. 2<sup>nd</sup> Floor

Los Angeles, California 90012

Contract Coordinator: Nancy Jeffers

Telephone: (213) 202-5628

Fax: (213) 202-3214

Web [www.laparks.org/proposal.htm](http://www.laparks.org/proposal.htm)

<http://www.labavn.org/>

email: [Nancy.Jeffers@lacity.org](mailto:Nancy.Jeffers@lacity.org)

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FOR  
WINTER THEME LIGHTING  
AT PERSHING SQUARE PARK**

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**REQUEST FOR PROPOSALS  
FOR  
WINTER THEME LIGHTING  
AT PERSHING SQUARE PARK**

**I. INTRODUCTION**

Pershing Square Park is a major outdoor concert and event center located in the heart of downtown Los Angeles at 532 South Olive Street, Los Angeles, CA 90013. Operated by the City of Los Angeles, Department of Recreation and Parks (RAP or Department), Pershing Square Park hosts an array of free programs for the community. From mid-November to mid-January, Pershing Square Park is transformed into a winter wonderland and festive environment for the enjoyment of residents, businesses, and visitors.

The winter holiday festival activities include an ice skating rink which will be located in the amphitheater area of Pershing Square Park and will measure approximately fifty feet by ninety feet; the ice rink operations also include a party platform with alcohol vending, skate rental ticket trailer, and a garage to house an ice resurfacing machine. In addition, live musical entertainment is provided on some weekday afternoons and on weekends.

Illuminated winter-themed décor has been an integral part of creating an inviting environment at Pershing Square Park. The décor has included illuminated signage that can be seen from the sidewalks, streets, and from the office buildings above.

**II. OBJECTIVE OF THE REQUEST FOR PROPOSALS**

RAP is initiating this Request for Proposals (RFP) in order to obtain proposals from experienced, responsible firms to design, install, maintain, repair, and remove winter-themed exterior lighting and décor, provided by the proposer, for Pershing Square Park. Proposing firms must have a minimum five (5) years of continuous experience within the last ten (10) years designing and installing outdoor lighting displays in park or commercial environments.

RAP intends to award a contract to the selected proposer for one year, with two (2) one-year renewal options exercisable at the sole discretion of RAP's General Manager. Compensation will not exceed Eighty Five Thousand Dollars (\$85,000.00) per year, and total compensation over three (3) years will not exceed Two Hundred Fifty-Five Thousand Dollars (\$255,000.00).

The contract amounts stated herein are an estimate; nothing herein guarantees that the total compensation amount will be reached. RAP, in entering into an agreement with the selected proposer, guarantees no minimum amount of business or compensation. The contract awarded through this RFP shall be subject to funding availability and to early termination by RAP, as provided in Standard Provisions for City Contracts (Rev. 10/17)[v.3] (Exhibit A).

RAP reserves the right to withdraw this RFP at any time without prior notice and the right to reject any and all responses to this RFP. The rejection of any or all submission in response to this RFP shall not render RAP liable for costs or damages. RAP makes no representation that any contract will be awarded to any entity responding to this RFP.

**III. SCOPE OF WORK**

If selected as the winning proposal, the selected proposer must be willing and able to commit to the following scope of work:

A. Guidelines

Provide design services and install lighting to adhere to the following guidelines:

1. Non-denominational lighting theme;
2. Lights for all trees within Pershing Square Park, subject to approval by Department;
3. Lighting of the trunks of the Coral trees behind and around the Stage at Pershing Square Park;
4. One illuminated sign “Downtown On Ice at Pershing Square” to be placed on the wall of the Pershing Square parking garage along Olive Street facing the Millenium Biltmore Hotel (506 South Grand Avenue);
5. All lighting and décor should be properly secured and placed to withstand weather considerations and maximize safety of the public. All materials and construction used shall be high quality, heavy duty, outdoor commercial grade, and must conform with the current safety code of the California Division of Industrial Safety and OSHA requirements where applicable.
6. Light Emitting Diodes (LEDs) or incandescent bulbs may be used.

B. Restrictions on Installation

Install all lighting and décor and ensure proper set-up and operation of all lights and electrical elements subject to the restrictions below.

1. No drilling into any structures.
2. No drilling into the concrete deck.
3. No tape used.
4. Décor must not interfere with facility pigeon abatement system located on the top edge of selected buildings.

- 5. Décor shall not be placed on or attached to the roof of any facility.
  - 6. All tire marks left by wheeled vehicles must be removed by water blasting.
- C. Electrical Accessibility  
 Installed lighting and décor shall accommodate existing electrical accessibility, which should be a consideration in your design. Your firm should note where such accessibility is located during the mandatory site walk.
- D. Maintenance  
 Contractor shall respond promptly to RAP staff reports of lights and décor requiring repair and/or replacement. The cost for all needed and necessary repairs and replacement shall be borne by contractor, including replacement of any parts and materials due to theft. Repairs shall be completed immediately, but in any event, no more than 48 hours after being reported.
- E. Security  
 Contractor is not required to provide security personnel. However, Contractor is responsible for the security of their lighting and décor. Contractor shall, at its expense, replace or repair lighting and décor should theft or vandalism of the lighting and décor take place, restoring such to their condition when it was installed. There is security staff assigned to Pershing Square Park to patrol the park premises, but is not specifically assigned for the security of the installed lighting or décor.
- F. Rental of Supplies, Materials and Equipment  
 All lighting and décor shall be provided and invoiced on a rental basis, including any equipment used to install such décor. Rental period is from the date lighting and décor is installed to the date lighting and décor is taken down and removed. No on-site storage will be made available for lighting equipment and materials and the equipment used to install such décor.
- G. Production Schedule  
 The production schedule for the winter theme lighting project for 2019-2020 is listed below. The schedule is given as an example of the timeline for such a project. Initial work to be done by the selected proposer is for the project in 2019-2020. Tasks and actual dates will be given to the selected proposer thirty (30) days or more prior to the initial date(s) of the project.

<u>Task</u>	<u>Approximate Dates</u>
Lighting Installation to Start	November 1, 2019
Lighting Install Complete	November 7, 2019
Christmas and Holiday Lights Removal	January 2, 2020
Ambient Lighting Removal	January 22, 2020

Should the City exercise an option to renew the contract, a production schedule will be provided to the Contractor within the first thirty (30) days of the option term.

H. Delivery and Removal

Delivery to and removal from Pershing Square Park of all décor shall be incorporated in the proposal price. The City will not be invoiced for delivery or removal costs.

I. Liquidated Damages

Failure to meet the production schedule or 48-hour response time for maintenance calls will result in liquidated damages of \$250 per day for each calendar day beyond the required established timeline.

J. Permits and Licenses

It is the responsibility of the proposing entity to have the necessary experience and knowledge to determine permitting requirements. Section PSC-13 “Permits” of the Standard Provisions for City Contracts (Rev. 10/17)[v.3] states that “Contractor...shall obtain and maintain all licenses, permits, certifications and other documents necessary for Contractor’s performance hereunder and shall pay any fees thereof...”

Contractor shall provide RAP with a copy of the Temporary Electric Permit issued by the Department of Building and Safety, with an attached wiring schematic for the distribution boxes outlining the amount of amperage drawn from each distribution box.

#### IV. INSTRUCTIONS TO PROPOSERS

A. Submitting a Written Proposal

To be considered for award under this RFP, proposing entities must submit a sealed, written proposal in response to the Proposal Submittal Items indicated herein. Proposals provide information about your background, your current business practice, and your applicable experience. Proposals are evaluated based on several evaluation criteria as indicated in this RFP.

Proposers may wish to consider the following guidelines in preparing their proposals:

- Make sure your proposal is well-organized and easy to read.
- Verify that your proposal is complete and that you’ve completely responded to all proposal items and compliance documents in the RFP.

**IMPORTANT:**

**Charter Section 371(e)(10)**

**In approving this RFP, the Board, in its capacity as the contract awarding authority for the Department, finds, pursuant to Charter Section 371 (e) (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. To select the best proposer for Winter Theme Lighting at Pershing Square Park, the Board finds it is necessary to utilize a standard request for proposals process and to evaluate proposals received based upon the criteria included in this RFP. The Board specifically finds that the narrower and more specialized competitive sealed proposal processes authorized but not required by Charter Section 371, subsection (b), would not meet the Department's needs and therefore opts to utilize the standard request for proposals process.**

Your written submittal in this RFP process will be the primary basis on which the City will consider its award for the Agreement; therefore, proposers should be as thorough and as detailed as possible when responding to each proposal item and assembling a proposal. In the written proposal, proposers must include responses to ALL proposal items requested herein below. Proposers will not be able to add to or modify their proposals after the proposal due date.

The City may deem a proposer non-responsive if the proposer fails to provide all required documentation and copies.

Proposals accepted by the City in writing constitute a legally binding contract offer. It is requested that proposals be prepared simply and economically, avoiding the use of unnecessary promotional material.

**B. Submittal Requirements: Proposals must contain ALL of the following:**

**1. Cover Letter**

Proposers are to include a cover letter indicating the contact information for the entity proposing. Include at a minimum:

- a. Key names, including title and position;
- b. Complete mailing addresses;
- c. Telephone and fax numbers (including office and cell numbers as appropriate);
- d. E-mail addresses, and any other information needed by City staff to contact proposers; and
- e. Include a statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth herein, without exceptions.
- f. The letter must include an inked signature of the proposing entity's authority to contract.

**2. Proposal Deposit**

All proposals must include a Two Thousand Dollars (\$2,000.00) Proposal Deposit in the form of a cashier's check only, payable to the **City of Los Angeles**. This amount shall be payable as a guarantee that the selected proposer will enter into an Agreement.

The Proposal Deposit of the successful proposer will be released upon posting of the certificate of insurance and execution of the Agreement. In the event that an award is made and the successful proposer fails to execute the Agreement and to provide the required Performance Deposit and insurance policies, the Proposal Deposit of that proposer will be forfeited and retained by the Department.

The Proposal Deposits of unsuccessful proposers will be returned upon execution of an Agreement with the awarded proposer. Proposal Deposits are maintained for all proposers in the event the successful proposer fails to execute the Agreement and another proposer is considered for award. Please note that the execution of an agreement could take up to twelve months to complete.

### **3. Proposal Submittal Items**

Proposers are to submit complete, detailed responses to all of the Proposal Submittal Items in Section V.

- Experience and Qualifications
- Proposed Design
- Proposed Compensation

### **4. Compliance Documents**

This is a new RFP for a new Agreement. Previous compliance document submittals and/or waivers do not apply. New forms must be completed and processed.

As part of the RFP process, all proposers are to review, complete, and submit the following compliance documents. Information, related forms, and instructions are located in Exhibits B, B-2 and B-3 of the RFP (“Compliance Documents”).

Additional information regarding some compliance documents may be available at the Pre-Proposal Conference, on a City website, and/or by phone with the administering Department of a given ordinance or compliance document. Exemptions from certain ordinances may also apply. The Department reserves the right to request additional information for clarification regarding submitted compliance documents during the evaluation process.

The following compliance documents MUST be included with your proposal:

- a. Proposer’s Signature Declaration and Affidavit (Section I.A of Exhibit B)  
The document must be signed and notarized.
- b. Disposition of Proposals (Section I.B of Exhibit B)  
The document must be signed by an individual authorized to bind the proposer.

- c. Nondiscrimination, Equal employment Practices and Affirmative Action (Section I.C of Exhibit B)  
Please read the instructions in Exhibit B.
- d. Contractor Responsibility Ordinance Statement (Section I.D of Exhibit B)  
Pages 1 through 6 of the document must be completed and submitted with the proposal. Pages 1 and 6 must be signed by an individual authorized to bind the proposer.
- e. Equal Benefits Ordinance Statement/First Source Hiring Ordinance (FSHO) (Section I.E of Exhibit B) Please read the instructions in Exhibit B.
- f. Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO) – *only if applying for an exemption* (Section I.F of Exhibit B) Submittal of LWO and SCWRO documents only required if the proposer is applying for an exemption to the ordinance requirements.
- g. Business Inclusion Program (BIP) Requirements (Section I.G of Exhibit B)

It is the policy of the City to provide Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Emerging Business Enterprise (EBE), Disabled Veteran Business Enterprise (DVBE), and all Other Business Enterprise (OBE) concerns an equal opportunity to participate in the performance of all City contracts. Proposers will assist the City in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs, have an equal opportunity to compete for, and participate in, City contracts. Equal opportunity will be determined by the Proposer’s BIP outreach documentation, as described in Business Inclusion Program (BIP) Requirements (Section I.G of Exhibit B), of this RFP. Participation by MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs may be in the form of subcontracting. Proposers must refer to Business Inclusion Program (BIP) Requirements (Section I.G of Exhibit B) of this RFP for additional information and instructions. BIP outreach must be performed using the Business Assistance Virtual Network ([www.labavn.org](http://www.labavn.org)). A proposer's failure to utilize and complete their BIP Outreach as described in Business Inclusion Program (BIP) Requirements (Section I.G of Exhibit B) may result in their proposal being deemed non-responsive.

The anticipated participation levels are as follows:

MBE Participation:	<b><u>18%</u></b>
WBE Participation:	<b><u>4%</u></b>
SBE Participation:	<b><u>25%</u></b>
EBE Participation:	<b><u>8%</u></b>
DVBE Participation:	<b><u>3%</u></b>

- h. Municipal Lobbying Ordinance / Bidder Certification – City Ethics Commission CEC Form 50 (Section I.H of Exhibit B) Please read the instructions in Exhibit B.
- i. Prohibited Contributors (Bidders) /Certification – CEC Form 55 Compliance with Los Angeles City Charter Section 470 (c)(12) (Measure H) (Section I.I of Exhibit B) Please read the instructions in Exhibit B.
- j. Federal Tax ID Number and Form W-9  
Please submit your Federal Tax ID Number with the proposal. The name on either document must match the proposer’s legal business name, as listed on the Proposer’s Signature Declaration and Affidavit.

Complete and submit an original Form W-9 with your proposal (Section IJ of Exhibit B) The name on the W-9 must match the proposer’s legal business name, as listed on the Proposer’s Signature Declaration and Affidavit. Please read instruction in Exhibit B.

*Only the Proposer selected for award of the contract shall submit the following additional required items prior to execution of the agreement. Please read instructions in Section II in Exhibit B. (within 30 calendar days of notification of award by Department):*

- k. Americans with Disabilities Act Certification
- l. Business Tax Registration Certificate
- m. Certification of Compliance with Child Support Obligations
- n. Contractor Responsibility Ordinance – Pledge of Compliance
- o. City-approved Proof of Insurance (Exhibit C)
- p. City-approved Performance Deposit in the Amount of \$2,000.00
- q. Los Angeles Residence Information (location of selected proposer’s headquarters and percentage of workforce residing in Los Angeles)
- r. LWO/SCWRO –Additional related forms from item 4-f above
- s. Slavery Disclosure Affidavit and Disclosure of Border Wall Contracting Ordinance (DBWCO)

Failure of the successful proposer to submit all the required documents (specified as items “k” through “s” above) within 30 calendar days of notification of award by Department shall cause the proposal to be deemed non-responsive and will result in cancellation of the award and forfeiture of the proposal deposit.

**C. Proposal Submittal Information:**

**Deadline for Submission**

To be considered, proposals must be received by the Office of the Board of Commissioners on or before 3:00 p.m., Tuesday, \_\_\_\_\_.

**Where to Submit your Proposal**

The complete proposal package shall be placed in a sealed envelope(s) or box(s) labeled "Proposal for Winter Theme Lighting at Pershing Square Park." Said envelope(s) or box(s) shall have the name and address of the Proposer on the outside and be delivered to:

Los Angeles Department of Recreation and Parks  
Office of the Board of Commissioners  
Attention: Board Secretary  
221 North Figueroa Street, 3<sup>rd</sup> Floor  
Los Angeles, California 90012

**Number of Copies**

Please provide one (1) original proposal, five (5) copies of the proposal, one (1) non-bound reproducible copy and one copy on a flash or thumb drive. Plainly identify the respective documents. An original proposal is a proposal that has a wet signature on all documents requesting a signature from the proposer (e.g. cover letter, compliance documents, etc.) A reproducible copy is one which can readily be reproduced through a photocopier.

**Important Notices**

Proposers who mail their proposals should allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the proposer(s) announced. No other information about the proposals will be made public until such time as a recommendation concerning proposals is made to the Board of Recreation and Park Commissioners.

The City reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, submitting entities will have the right to revise their submissions. Proposals may be withdrawn by written request, signed by an authorized representative of the company, and submitted to the Board Office prior to the scheduled closing time for receipt of proposals. Faxed withdrawals will be accepted by the Board at (213) 202-2610, Attn: Board Secretary. After withdrawing a previously submitted response to the RFP, the proposer may submit another response to the RFP at any time up to the specified due date and time.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if an Agreement is awarded. Failure of the successful submitting entity to accept these obligations may result in cancellation of the award and forfeiture of the submittal deposit. The City reserves the right to withdraw this RFP at any time without prior notice and return deposits.

All proposals submitted in response to this RFP become the property of the City of Los Angeles, Department of Recreation and Parks.

### **Contact with City Personnel**

Please direct all comments and questions to the Contract Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing and may be mailed, e-mailed, or faxed as follows:

Name: Nancy Jeffers, Contract Coordinator  
Address: 221 North Figueroa Street, Second Floor  
Los Angeles, CA 90012  
E-mail: Nancy.Jeffers@lacity.org  
Fax: (213) 202-3214

### **Mandatory Site-Walk**

Date: \_\_\_\_\_  
Time: 10:00 a.m.  
Location: Pershing Square Park  
532 South Olive Street  
Los Angeles, California 90013  
Meet at the recreation staff offices  
Look for yellow building across from the stage area.

### **Pre-Proposal Conference**

Date: \_\_\_\_\_  
Time: 11:00 a.m. (following the site-walk)  
Location: Pershing Square Park  
532 South Olive Street  
Los Angeles, California 90013  
Meet at the recreation staff offices  
Look for yellow building across from the stage area.

The purpose of the conference is to clarify the contents of this RFP. Attendance is not mandatory. **It is highly recommended that prospective proposers read the complete RFP prior to the conference and begin preparation of their proposal in order to maximize the benefits of the conference.**

To further maximize the effectiveness of the conference, the Contract Coordinator requests that, to the extent possible, proposers provide questions in writing prior to the conference. This will enable the Contract Coordinator to prepare responses in advance. Specific questions concerning the RFP should be submitted in writing, via U.S. mail, fax or email to the Contract Coordinator:

Department of Recreation and Parks  
Finance Division Service Contracts Group  
Attn: Nancy Jeffers  
221 N. Figueroa St. 2<sup>nd</sup> Floor  
Los Angeles, CA 90012  
Fax (213) 202-3214

[Nancy.Jeffers@lacity.org](mailto:Nancy.Jeffers@lacity.org)

Additional questions may be accepted, in writing, at the conference. However, responses may be deferred and provided as addenda to the RFP at a later date. **Questions will be deemed late and may not be answered if received after 5:00 pm on \_\_\_\_\_ . Note, a week after the pre-proposal conference.**

All questions, without identifying the submitting company, will be compiled with the appropriate answers and issued as an addendum to the RFP. When submitting questions, please specify the RFP section number, paragraph number, and page number, and quote the passage that prompted the question. This will ensure that the passage can be quickly found in the RFP. The City reserves the right to group similar questions when providing answers.

If the City requirements or the specifications prevent proposers from submitting a proposal that would be beneficial to the City, please address the concern to the Contract Coordinator.

Questions may address concerns that the application of minimum requirements, evaluation criteria and/or business requirements would unfairly disadvantage proposers or, due to unclear instructions, may result in the City not receiving the best possible responses from proposers.

#### **D Document Check**

Please check the contents of your RFP package carefully to ensure that you have in your possession all the necessary documents as referenced within the RFP, including any addenda. If you are missing any items, you should make a written request via United States Postal Service mail to the following address:

Department of Recreation and Parks  
Grants Administration Contracts  
221 N. Figueroa St. 2<sup>nd</sup> Floor  
Los Angeles, CA 90012  
or  
Fax (213) 202-3214

The complete RFP package and all forms and information in Exhibit B are also available at [www.laparks.org/proposal.htm](http://www.laparks.org/proposal.htm), and <http://www.labavn.org/>. Should you find a discrepancy in or omissions from said documents, or have questions as to their meaning, notify the Contract Coordinator at the above address in writing via United States Postal Service Mail or fax no later than the deadline date for receiving proposals. The City of Los Angeles will not be bound by any oral statements or representations.

#### **V. PROPOSAL SUBMITTAL ITEMS**

The following section will comprise the fundamentals of a responsive Proposal and the resulting Agreement to the awarded proposer. In the written proposal, proposers should include detailed responses to each of the Proposal Submittal Items. If selected as the winning proposal, the proposer must be willing and able to commit to the Proposal Submittal

Items.

Keeping in mind the winter theme lighting needs of the Department of Recreation and Parks and the requirements of the City as set forth in this RFP, proposers are encouraged to submit a practical and sustainable proposal. Accordingly, proposers must respond to each of the following items in their written proposal. Each response in the proposal must correspond to each of the numbered items herein.

**NOTE: ONLY ONE OPTION FOR EACH PROPOSAL CRITERION WILL BE ACCEPTED PER SUBMITTAL. MULTIPLE PROPOSAL OPTIONS CONTAINED IN A SINGLE PROPOSAL WILL BE CAUSE TO FIND THE SUBMITTED PROPOSAL NON-RESPONSIVE TO THE RFP. HOWEVER, PROPOSERS ARE WELCOME TO SUBMIT MORE THAN ONE PROPOSAL IN RESPONSE TO THIS RFP.**

A. Experience and Qualifications

Only firms who possess a minimum five (5) years continuous experience within the last ten (10) years providing as-needed winter theme lighting, or similar service, for public agencies and/or other large organizations will be considered. Proposer shall submit a list of their references, experience, and qualifications as stated below:

1. Experience and Qualifications of Firm and Key Personnel

Proposer shall supply information concerning the background and experience of the proposing firm and key personnel proposing to work on Department's contract as listed in Scope of Work (Section III). The Department reserves the right to approve or reject key personnel. The following are examples of items that are to be included to present the firm's qualifications:

- a. Profile of firm including a brief history, year founded, business entity type, location of headquarters and subsidiaries (if any), services provided, and approximate number of personnel. State past two years annual gross revenue figures as stated on firm's 2016 and 2017 tax or fiscal year returns
- b. Qualifications and experience of key personnel of the firm that will be assigned to this project. Submit resumes including title, duties/tasks, qualifications, as well as years of relevant work experience.

2. Experience with Similar Contracts

Proposer shall provide a description of previous work experience in servicing similar contracts to document a minimum of five (5) continuous years within the last ten (10) years with public agencies and/or other large organizations. Complete the "Experience with Similar Contracts" Table (Exhibit D) to include the following information:

- a. Client's name and address;
- b. Beginning and ending dates of the contracts;

- c. Summary of the Scope of Services provided; and
- d. Contact person to provide reference (include name and telephone number).

3. References

Proposer shall attach at least three (3) reference letters from former or current clients to document work experience and client satisfaction during the five continuous years of Experience with Similar Contracts. The letters are to include date, name of organization, business address, phone number and signature (with printed name) of contact person.

Note: Submission of a proposal in response to this RFP constitutes permission to Department to contact any identified previous clients to request information on the performance of the Proposer.

B. Proposed Design

Provide a design proposal for the lighting of Pershing Square Park to include:

- 1. A written narrative of a design proposal for Pershing Square Park; and
- 2. Accompanying pictures, illustrations or diagrams of products, product sizes, dimensions, and specifications. Proposers are to provide detailed plans and representations of their proposed design showing overall effect. Submission of color photos or diagrams is desirable. Diagram or picture size must be of sufficient size to allow reviewers to evaluate the details of the proposed design. Provide details about the nature and type of materials used and how they will be secured on site.

C. Proposed Compensation

State proposed compensation not to exceed Eighty-Five Thousand Dollars (\$85,000.00) for the first 12-month period of the contract below.

Item #	Item description	Amount
C.1	Labor charge to install/take-down lighting	
C.2	Charge for rental of lighting and décor	
C.3	Proposed payment schedule and amounts for above two items	

State proposed compensation not to exceed Eighty-Five Thousand Dollars \$85,000.00 for the second 12-month period of the contract below (first renewal option).

Item #	Item description	Amount
C.4	Labor charge to install/take-down lighting	

C.5	Charge for rental of lighting and décor	
C.6	Proposed payment schedule and amounts for above two items	

State proposed compensation not to exceed Eighty-Five Thousand Dollars \$85,000.00 for the third 12-month period of the contract below (second renewal option).

Item #	Item description	Amount
C.7	Labor charge to install/take-down lighting	
C.8	Charge for rental of lighting and décor	
C.9	Proposed payment schedule and amounts for above two items	

## VI. EVALUATION AND AWARD

### A. Evaluation Process and Criteria

The Department reserves the right to request additional information to clarify a submitted proposal. The evaluation of proposals will consist of two levels. **Each proposer must pass Level I in order to advance to Level II.**

#### **Tentative Interview Dates:**

Interviews of the proposers by the evaluation panel may be scheduled at a later date for the purpose of clarifying matters in the proposals or responding to questions by the evaluation panel.

#### **Level I – Compliance with RFP Submission Requirements:** (Section IV.B.)

The Department will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with proposal requirements and mandatory document submissions.

- Cover Letter
- Proposal Deposit
- Compliance Documents (from Exhibit B)
- Proposal Submittal Items

#### **Level II – Evaluation and Scoring Criteria of Proposal Items:**

For the purposes of Level II evaluation, the responsive proposals will be evaluated, ranked and scored based on the criteria below:

##### Experience and Qualifications (25 points possible)

Scoring will be based on factors such as relevance and depth of experience and qualifications of key personnel of firm, and quality and nature of referrals from current and previous customers.

<u>Rank</u>	<u>Score</u>
1. Best Proposal	23 - 25 points
2. Second Best	20 - 22 points
3. Third Best	17 - 19 points
4. Fourth Best	14 - 16 points
5. Fifth Best	11 - 13 points

Proposed Design (25 points possible)

Scoring will be based on thematic consistency and continuity, creativity of design, appropriateness of design to facility and community, and clarity and completeness of details shown in accompanying pictures and diagrams.

<u>Rank</u>	<u>Score</u>
1. Best Proposal	23 - 25 points
2. Second Best	20 - 22 points
3. Third Best	17 - 19 points
4. Fourth Best	14 - 16 points
5. Fifth Best	11 - 13 points

Proposed Compensation (50 points possible)

Scoring will be based on competitiveness of pricing relative to other proposals submitted.

<u>Rank</u>	<u>Score</u>
1. Best Proposal	46 - 50 points
2. Second Best	41 - 45 points
3. Third Best	36 - 40 points
4. Fourth Best	31 - 35 points
5. Fifth Best	26 - 30 points

**B. Evaluation and Recommendation**

Responsive proposals to this RFP will be ranked in each of the criteria above and scored according to the rank. The Department may engage outside individuals to compose an evaluation panel.

Furthermore, the City reserves the right to conduct such investigations as the City considers appropriate with respect to the qualifications of each Responsive Proposer and any information contained in its proposal.

All proposals in response to this RFP will be evaluated solely on the basis of the criteria listed above and the ranking of any review panel will serve as a basis to formulate the General Manager's recommendation, setting forth the reasons for recommendation in a report to the Board of Recreation and Park Commissioners.

**C. Award**

The General Manager of the Department of Recreation and Parks recommends contract awards to the Board of Recreation and Park Commissioners. The Department shall notify all proposers in writing of the General Manager's recommendation.

The Board will consider the General Manager's recommendation during a public Commission meeting and may accept or reject the General Manager's recommendation in making their decision as to the selection.

Section 10.5 of the Los Angeles Administrative Code requires approval by the City Council of contracts for periods of longer than three (3) years. Should an Amendment to this contract be required, Section 10.5 (b)(2) permits an amendment as the annual contract payment does not exceed One Hundred Forty-Nine Thousand One Hundred Eleven Dollars (\$149,111.00). Agreements are deemed to be executed upon the date of signature, or as otherwise stipulated under the Terms section of the Agreement.

Once the award is approved, the selected proposer will complete and submit the additional documents as required by this RFP, City Ordinance, State and/or Federal laws within 30 days of written notification by the Department.

**D. Contractual Arrangements**

The proposer selected to perform the services outlined in this RFP will enter into an Agreement, approved as to form by the City Attorney, directly with the City of Los Angeles. The Standard Provisions for City Contracts (Rev. 10/17)[v.3] (Exhibit A hereto) will be incorporated into the Agreement.

**E. Verification of Information**

The Department reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, the Department reserves the right to reject that proposal. If it is determined that an Agreement was awarded as a result of false statements or other data submitted in response to this RFP, the Department reserves the right to terminate the Agreement.

**F. Cost of Preparation**

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any expenses incurred by the proposer in the preparation and/or submission of the proposal. All proposers who respond to solicitations do so solely at their own expense.

**G. City's Right to Reject Proposals and to Waive Informalities**

In accordance with Los Angeles City Charter Section 371(c): "The City shall reserve the right to reject any and all bids or proposals and to waive any informality in the bid or proposal when to do so would be to the advantage of the City. The City may also reject the bid or proposal of any bidder or proposer who has previously failed to timely and satisfactorily perform any contract with the City."

**VII. EXHIBITS**

- A. Standard Provisions for City Contracts (Rev. 10/17)[v.3]
- B. Compliance Documents
- C. Insurance Requirements
- D. Experience with Similar Contracts Table
- E. Pershing Square Park Map

## PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Department of Recreation and Parks
2. Contacts:
 

Department:	Nancy Jeffers	Phone No.	(213) 202-5628	Fax No.	(213) 202-3213
CAO:	Jay Shin	Phone No.	(213) 473-7559	Fax No.	(213) 473-7514
3. Work to be performed: The Department of Recreation and Parks (RAP) 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
4. Is this a contract renewal? No
5. Length of contract: Three (3) Years including 2 one-year renewal option, with potential amendments to extend  
Proposed Start date: October 2019
6. Proposed cost of contract (if known): Up to \$85,000 per year, \$255,000 for three years
7. Name of proposed contractor(s): Unknown - RFP
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 as 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. List classes, eligible lists, and Departments:
  - b. Is there sufficient Department staff available to perform the work? Yes  No
  - c. Estimated time to fill position(s) through CSC process?
  - d. Can the requesting department continue to employ staff hired for the project after project completion? Yes  No
  - e. Are there City employees currently performing 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 the 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: The Recreation and Parks Department 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.

*Cynthia Panagiotidis*

Cynthia Panagiotidis  
Senior Personnel Analyst I

*Don Harrahill*

Don Harrahill  
Senior Personnel Analyst II

*James Abalos*

James Abalos  
Chief Personnel Analyst

*9-1-18*

Date