COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

GAIL FARBER, Director

900 SOUTH FREMONT AVENUE
ALHAMBRA, CALIFORNIA 91803-1331
Telephone: (626) 458-5100
http://dpw.lacounty.gov

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

June 2, 2009

IN REPLY PLEASE
REFER TO FILE: AS-0

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

AWARD OF CONTRACT FOR ENVIRONMENTAL PROMOTIONAL CAMPAIGN
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)

SUBJECT

This action is to award a contract for services to redesign the 888CleanLA website where residents and businesses can obtain information about various environmental programs (such as Household Hazardous Waste Collections, Smart Gardening Workshops, and Waste Tire Recycling) and to develop and implement a comprehensive promotional and marketing campaign for the 1-888-CLEANLA hotline and both the 888CleanLA and LACoMAX websites.

IT IS RECOMMENDED THAT YOUR BOARD:

1. Award the contract for Environmental Promotional Campaign in a sum not to exceed $495,200 to Pacific Municipal Consultants, Inc., located in Rancho Cordova, California, with a local office in the City of Torrance. This contract will be for a term of two years commencing upon your Board's approval.

2. Authorize the Director of Public Works or her designee to increase the contract amount up to an additional 10 percent of the contract sum for unforeseen additional work within the scope of the contract, if required.

3. Authorize the Director of Public Works or her designee to execute the contract; to approve and execute amendments to incorporate necessary changes within the scope of work; and to suspend work if, in the opinion of

the Director of Public Works, it is in the best interest of the County to do so.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended action is to award a contract for services to redesign the 888CleanLA website and to develop and implement a comprehensive promotional and marketing campaign for the 1-888-CLEANLA hotline and both the 888CleanLA and LACoMAX websites. The websites and hotline provide the public with valuable information about the many environmental programs offered by the Department of Public Works (Public Works) such as Household Hazardous Waste Collection Events, Smart Gardening Workshops, and Waste Tire Collection Events. The work to be performed will also involve promoting the principles of reducing, reusing, recycling, and encouraging the usage of the hotline and websites. The campaign's audience includes residents, businesses, nonprofit organizations, schools, and city recycling coordinators in the County of Los Angeles.

Implementation of Strategic Plan Goals

The Countywide Strategic Plan directs the provision of Operational Effectiveness (Goal 1) and Community and Municipal Services (Goal 3). The contractor who has the specialized expertise in providing these services accurately, efficiently, timely, and in a responsive manner will support Public Works in meeting these goals.

FISCAL IMPACT/FINANCING

There will be no impact to the County General Fund. The contract is for an amount not to exceed $495,200 plus 10 percent for any additional work within the scope of the contract for the two-year term. This amount is based on the unit prices quoted by the contractor and our estimated utilization of the contractor's services.

Financing for a portion of the contract term and the 10 percent additional funding for contingencies are included in the Fiscal Year 2009-10 Proposed Solid Waste Management Fund Budget. Funds to finance the remaining contract term and the 10 percent additional funding for contingencies will be requested through the annual budget process.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The contract will be in the form previously reviewed and approved by County Counsel (Attachment A). Prior to the Director of Public Works or her designee executing this contract, the contractor will sign and County Counsel will review it as to form. The recommended contract with Pacific Municipal Consultants, Inc., was solicited on an

open-competitive basis and is in accordance with applicable Federal, State, and County requirements. The contractor is in compliance with the Chief Executive Officer's and your Board's requirements.

This contract contains terms and conditions supporting your Board's ordinances, policies, and programs, including but not limited to: County's Greater Avenues for Independence and General Relief Opportunities for Work Programs (GAIN and GROW), Board Policy No. 5.050; Contract Language to Assist in Placement of Displaced County Workers, Board Policy No. 5.110; Reporting of Improper Solicitations, Board Policy No. 5.060; Notice to Contract Employees of Newborn Abandonment Law (Safely Surrendered Baby Law), Board Policy No. 5.135; Contractor Employee Jury Service Program, Los Angeles County Code, Chapter 2.203; Notice to Employees Regarding the Federal Earned Income Credit (Federal Income Tax Law, Internal Revenue Service Notice 1015); Contractor Responsibility and Debarment, Los Angeles County Code, Chapter 2.202; the Los Angeles County's Child Support Compliance Program, Los Angeles County Code, Chapter 2.200; and the standard Board-directed clauses that provide for contract termination or renegotiation.

Data regarding the proposers' minority participation is on file with Public Works. The contractor was selected upon final analysis and consideration without regard to race, creed, gender, or color.

The recommended contractor is Pacific Municipal Consultants, Inc. This contract will commence upon your Board's approval for a period of two years.

Proof of the required Comprehensive General and Automobile Liability insurance policies, naming the County as additional insured, and evidence of Workers' Compensation insurance will be obtained from the contractor before any work is assigned.

Pursuant to the applicable memorandum of understanding, the Request for Proposals (RFP) for these contracted services was submitted on December 23, 2008, to the appropriate union for review. The union has not asked to meet with Public Works regarding this solicitation.

Public Works has evaluated and determined that the Living Wage Program (Los Angeles County Code, Chapter 2.201) does not apply to this recommended contract, which is for services required on an as-needed, and intermittent basis; hence, this contract is not a Proposition A contract (Los Angeles County Code, Chapter 2.121).

ENVIRONMENTAL DOCUMENTATION

In accordance with Section 15378 of the California Environmental Quality Act (CEQA) Guidelines, approval of the recommended action does not constitute a project and, hence, is not subject to the requirements of CEQA.

CONTRACTING PROCESS

On December 23, 2008, Public Works solicited proposals from 600 independent contractors and community business enterprises to accomplish this work. Also, a notice of the RFP was placed on the County's bid website (Attachment B), and an advertisement was placed in the *Los Angeles Times*.

On January 28, 2008, seven proposals were received. The proposals were first reviewed to ensure they met the minimum requirements in the RFP. One proposal was disqualified for submitting a proposal subject to exceptions to the RFP's requirements. The remainder of the proposals having met these requirements were then evaluated by an evaluation committee consisting of Public Works staff and using an averaging methodology. The committee's evaluation was based on criteria described in the RFP, which included price, experience, work plan, financial resources and references. Based on this evaluation, it is recommended that this contract be awarded to the highest-rated, responsive, and responsible proposer, Pacific Municipal Consultants, Inc.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The award of this contract is for new services and will not result in the displacement of any County employees.

CONCLUSION

Please return one adopted copy of this letter to the Department of Public Works, Administrative Services Division.

Respectfully submitted,

For GAIL FARBER
Director of Public Works

GF:GZ:cg

Attachments (2)

c: Chief Executive Office (Lari Sheehan)
County Counsel
Executive Office

AGREEMENT FOR

ENVIRONMENTAL PROMOTIONAL CAMPAIGN (2008-AN024)

THIS AGREEMENT, made and entered into this ____ day of _____, 2009, by and between the COUNTY OF LOS ANGELES, a subdivision of the State of California, a body corporate and politic (hereinafter referred to as COUNTY) and PACIFIC MUNICIPAL CONSULTANTS, a California Corporation (hereinafter referred to as CONTRACTOR).

WITNESSETH

FIRST: The CONTRACTOR, for the consideration hereinafter set forth and the acceptance by the Board of Supervisors of said COUNTY of the CONTRACTOR'S Proposal filed with the COUNTY on January 28, 2009, hereby agrees to provide services as described in the attached specifications for Environmental Promotional Campaign, including, but not limited to, Exhibit A, Scope of Work.

SECOND: This AGREEMENT, together with Exhibit A, Scope of Work; Exhibit B, Service Contract General Requirements; Exhibit C, Internal Revenue Service Notice 1015; Exhibit D, Safely Surrendered Baby Law Posters; Exhibit E, Public Works Web Development Standards and Guidelines; the CONTRACTOR'S Proposal, all attached hereto; the Request for Proposals; and Addenda to the Request for Proposals, all of which are incorporated herein by reference, are agreed by the COUNTY and the CONTRACTOR to constitute the Contract.

THIRD: The COUNTY agrees, in consideration of satisfactory performance of the foregoing services in strict accordance with the Contract specifications to the satisfaction of the Director, to pay the CONTRACTOR pursuant to the Schedule of Prices set forth in the Proposal and attached hereto as Form PW-2, an amount not to exceed $495.200 per year (Maximum Contract Sum), or such greater amount as the Board may approve.

FOURTH: This Contract's term shall be for a period of two years commencing on Board approval.

FIFTH: The CONTRACTOR shall bill in accordance with Exhibit A, paragraph L, Method of Payments. Work performed shall be billed at the unit prices quoted in Form PW-2, Schedule of Prices.

SIXTH: Public Works will make payment to the CONTRACTOR within 30 days of receipt and approval of a properly completed invoice. However, should the CONTRACTOR be certified by the COUNTY as a Local Small Business Enterprise, payment will be made in accordance with Board of Supervisors Policy No. 3.035, Small Business Liaison and Prompt Payment Program. Each invoice shall be in triplicate (original and two copies) and shall itemize the work completed. The invoices shall be submitted to:

County of Los Angeles Department of Public Works
Attention Fiscal Division, Accounts Payable
P.O. Box 7508
Alhambra, CA 91802-7508

SEVENTH: In no event shall the aggregate total amount of compensation paid to the CONTRACTOR exceed the amount of compensation authorized by the Board. Such aggregate total amount is the Maximum Contract Sum.

EIGHTH: The CONTRACTOR understands and agrees that only the designated Public Works Contract Manager is authorized to request or order work under this Contract. The CONTRACTOR acknowledges that the designated Contract Manager is not authorized to request or order any work that would result in the CONTRACTOR earning an aggregate compensation in excess of this Contract's Maximum Contract Sum.

NINTH: The CONTRACTOR shall not perform or accept work requests from the Contract Manager or any other person that will cause the Maximum Contract Sum of this Contract to be exceeded. CONTRACTOR shall monitor the balance of this Contract's Maximum Contract Sum. When the total of the CONTRACTOR'S paid invoices, invoices pending payment, invoices yet to be submitted, and ordered services reaches 75 percent of the Maximum Contract Sum, the CONTRACTOR shall immediately notify the Contract Manager in writing. The CONTRACTOR shall send written notification to the Contract Manager when this Contract is within six months from expiration of the term as provided for hereinabove.

TENTH: No cost-of-living adjustments shall be granted during this Contract's term.

ELEVENTH: In the event that terms and conditions, which may be listed in the CONTRACTOR'S Proposal, conflict with the COUNTY'S specifications, requirements, and terms and conditions as reflected in this AGREEMENT, including, but not limited to, Exhibits A through F, inclusive, the provisions in this Agreement shall prevail, control and be binding.

TWELFTH: The CONTRACTOR agrees in strict accordance with the Contract specifications and conditions to meet the COUNTY'S requirements.

THIRTEENTH: The Contract constitutes the entire agreement between the COUNTY and the CONTRACTOR with respect to the subject matter of this Contract and supersedes all prior and contemporaneous agreements and understandings.

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IN WITNESS WHEREOF, the COUNTY has, by order of its Board of Supervisors, caused these presents to be subscribed by the Director of Public Works, and the CONTRACTOR has subscribed its name by and through its duly authorized officers, as of the day, month, and year first written above.

COUNTY OF LOS ANGELES

By_____
Director of Public Works

APPROVED AS TO FORM:

ROBERT E. KALUNIAN
Acting County Counsel

By _____
Deputy

PACIFIC MUNICIPAL CONSULTANTS, INC.

By _____
Its President

_____
Type or Print Name

By _____
Its Secretary

_____
Type or Print Name

Bid Detail Information

Bid Number : PW-ASD 745
Bid Title : ENVIRONMENTAL PROMOTIONAL CAMPAIGN (2008-AN024)
Bid Type : Service
Department : Public Works
Commodity : CONTAINERS, RECYCLING
Open Date : 12/24/2008
Closing Date : 1/6/2009 10:00 AM
Bid Amount : $ 500,000
Bid Download : Not Available
Bid Description : PLEASE TAKE NOTICE that Public Works requests proposals for the contract for Environmental Promotional Campaign (2008-AN024). The total contract amount of this service is estimated to be $500,000. The Request for Proposals (RFP) with contract specifications, forms, and instructions for preparing and submitting proposals may be accessed at http://dpw.lacounty.gov/asd/contracts or may be requested from Mr. Edwin Manoukian at (626) 458 4057, or emanoukian@dpw.lacounty.gov, Monday through Thursday, 7 a.m. to 5 p.m.

Proposers are strongly encouraged to visit and familiarize themselves with the existing www.888CleanLA.com and www.LACoMAX.com websites prior to attending the Proposers' Conference.

Minimum Requirement(s): Proposers must meet all minimum requirements set forth in the RFP document, including, but not limited to, Proposers having at least two years' experience, within the last 5 years, designing, implementing, and conducting outreach campaigns in any of the fields of solid waste management, public relations, or public education for large organizations. In addition, Proposer and/or subcontractors must have 3 years experience, within the last 5 years, in designing, developing, or implementing websites.

A Proposers' Conference will be held on Tuesday, January 6, 2009, at 10:00 a.m. at Public Works Headquarters, 900 South Fremont Avenue, Alhambra, California 91803, in Conference Room A. ATTENDANCE BY THE PROPOSER OR AN AUTHORIZED REPRESENTATIVE AT THE CONFERENCE IS MANDATORY. Public Works will reject proposals from those whose attendance at the conference cannot be verified. Attendees should be prepared to ask questions at that time about the specifications, proposal requirements, and contract terms. After the conference it may be impossible to respond to further requests for information.

The deadline to submit proposals is Wednesday, January 21, 2009, at 5:30 p.m. Please direct your questions to Mr. Manoukian at the number above.

Contact Name : Edwin Manoukian
Contact Phone# : (626) 458-4057
Contact Email : emanoukian@dpw.lacounty.gov
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