



MARK PESTRELLA, Director

COUNTY OF LOS ANGELES
DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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ALHAMBRA, CALIFORNIA 91803-1331
Telephone (626) 458-5100
<http://dpw.lacounty.gov>

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

IN REPLY PLEASE
REFER TO FILE

January 07, 2025

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

Dear Supervisors:

SERVICE CONTRACTS
AWARD OF SERVICE CONTRACTS
ON-CALL PUBLIC OUTREACH AND COMMUNITY ENGAGEMENT PROGRAM
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)

SUBJECT

Public Works is seeking Board approval to award six service contracts for on-call public outreach and community engagement to six contractors.

IT IS RECOMMENDED THAT THE BOARD:

1. Find that the contract work is not a project pursuant to the California Environmental Quality Act for the reasons stated in this Board letter.
2. Award and delegate authority to the Director of Public Works or his designee to execute these contracts with S. Groner Associates, Inc., a Local Small Business Enterprise; VMA Communications Inc., a Local Small Business and Minority, Women, and Disadvantaged Community Enterprise; Imprenta Communications Group, Inc., a Minority Community Business Enterprise; Allison & Partners, LLC; Katz and Associates Consulting, Inc.; and Street Level Strategy, LLC, for on-call public outreach and community engagement program. These contracts will be for a term of 1-year with four 1-year renewal options and a month to month extension up to 6 months for a maximum potential contract term of 66 months, subject to the additional extension provisions specified below, and a maximum potential program sum of \$16.5 million.
3. Delegate authority to the Director of Public Works or his designee to renew each respective contract for an additional renewal option and extension period if, in the opinion of the Director of

Public Works or his designee, S. Groner Associates, Inc.; VMA Communications Inc.; Imprinta Communications Group, Inc.; Allison & Partners, LLC; Katz and Associates Consulting, Inc.; and Street Level Strategy, LLC, has successfully performed during the previous contract period, and the services are still required; to approve and execute amendments to incorporate necessary changes within the scope of work; and to suspend and/or terminate the contracts for convenience if it is in the best interest of the County to do so.

4. Delegate authority to the Director of Public Works or his designee to annually increase the program amount up to an additional 10 percent of the annual program sum, which is included in the maximum potential program sum for unforeseen additional work within the scope of the contract if required.

5. Delegate authority to the Director of Public Works or his designee to authorize additional services and extend the contract expiration date as necessary to complete those additional services when those additional services are: (1) previously unforeseen, (2) related to a previously assigned scope of work on a given work order, and (3) are necessary for the completion of that given work order.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended action is to award six contracts which will provide on-call and intermittent professional public outreach support services. These services assist in meeting Public Works' strategic objectives within the County. The work to be performed will consist of media relations, community meeting and event planning and logistical support, outreach and education campaigns, and crisis communications when resources are not available within Public Works' Community and Government Relations Group. The services will benefit the public by ensuring effective community outreach and engagement on Public Works priority projects and programs.

Implementation of Strategic Plan Goals

These recommendations support the County Strategic Plan: North Star 2, Foster Vibrant and Resilient Communities, Focus Area Goal F, Community Connections, Strategy i, Engagement, and Strategy ii, Community Participation and North Star 3, Realize Tomorrow's Government Today, Focus Area Goal A, Communication and Public Access, Strategy i, Customer Service, Strategy ii, Stakeholder Engagement, and Focus Area Goal C, Equity-Centered Policies and Practices, Strategy i, Policies and Practices. By contracting with the recommended contractors that have the specialized expertise to provide these services, these strategic plan goals can be met accurately, efficiently, timely, and in a responsive manner.

FISCAL IMPACT/FINANCING

There will be no impact to the County General Fund.

The program is for an aggregate program amount of \$15 million plus 10 percent of the aggregate program sum for additional work within the scope of the contract. Any unused authorized amounts up to 25 percent from the previous contract terms will be applied to subsequent renewal terms, including the four 1-year renewal options and a month to month extension up to 6 months for a maximum potential contract term of 66 months with an estimated maximum potential contract sum of \$16.5 million. The County may also authorize an extension of time to the contract's maximum potential term, not to exceed 180 days, with no additional funding.

Funding for these services is included in the Internal Services, Flood Control District, and Solid Waste Management Funds (B04, B07, GD1 – Services and Supplies) Fiscal Year 2024-25 Budgets. Total annual expenditures for this service, however, will not exceed the program amount approved by the Board. Funds to finance the program's optional years and 10 percent additional funding for contingencies will be requested through the annual budget process.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

County Counsel has reviewed the contracts as to form, which is substantially similar to the enclosed draft agreement (Enclosure A). The recommended contracts with S. Groner Associates, Inc.; VMA Communications Inc.; Imprenta Communications Group, Inc.; Allison & Partners, LLC; Katz and Associates Consulting, Inc.; and Street Level Strategy, LLC, were solicited on an open-competitive basis and are in accordance with applicable Federal, State, and County requirements. These contracts will commence on January 7, 2025, or upon the Board's approval and execution between both parties, whichever occurs last, for a period of 1 year with the initial contract term expiring on January 6, 2026. With the Board's delegated authority, Public Works may renew these contracts on January 7 of each renewal option year for the four 1-year renewal options, which shall not exceed January 6, 2031, and a month to month extension up to 6 months for a maximum potential total contract term of 66 months. Where services for a given work order have been authorized in writing by the County but are not completed by the contractor prior to the stated expiration date, the expiration date will be automatically extended solely to allow for the completion of such services.

The current contracts have a final expiration date of February 27, 2025. The award of these contracts will continue the current services by the recommended contractors.

A standard service contract was used that contains terms and conditions in compliance with the Board's ordinances, policies, and programs. Enclosure B reflects the proposers' utilization participation and community business enterprise program information. Data regarding the proposers' minority participation is on file with Public Works. The contractors were selected upon final analysis and consideration without regard to race, creed, gender, or color.

ENVIRONMENTAL DOCUMENTATION

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

CONTRACTING PROCESS

On January 10, 2024, a notice of the Request for Statement of Qualifications (RFSQ) was placed on the County's "Doing Business with Los Angeles County" website (Enclosure C), "Do Business with Public Works" website, and X (formerly Twitter). In addition, advertisements were placed in the Los Angeles Daily Journal, Los Angeles Sentinel, La Opinión, The Daily Breeze, The Signal (Santa Clarita), World Journal, Watts Times, The Malibu Times, Press Telegram, and Pasadena Star News. Also, Public Works informed 1,533 Local Small Business Enterprises, 164 Disabled Veteran Business Enterprises, 181 Social Enterprises, 829 Community Business Enterprises, 1,385 Community-Based Organizations, and 215 independent contractors, various business development centers, and municipalities about this business opportunity.

On February 12, 2024, six Statements of Qualifications (SOQs) were received. The SOQs were first reviewed to ensure that they met the mandatory requirements outlined in the RFSQ. All six SOQs met these mandatory requirements. These six SOQs were then evaluated by an evaluation committee consisting of Public Works staff. The committee's evaluation was based on criteria described in the RFSQ, including experience, work plan, and references. Based on this evaluation, Public Works selected six responsive and responsible proposers.

Public Works has evaluated and determined that the contracted services are required on an on-call and intermittent basis; therefore, Proposition A (County Code Chapter 2.121) and the Living Wage Program (County Code Chapter 2.201) do not apply to this contract.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The award of these contracts will continue the services without disruption to the public and will not result in the displacement of any County employees as these services are presently contracted with the private sector.

CONCLUSION

Please return one adopted copy of this Board letter to Public Works, Community and Government Relations Group.

Respectfully submitted,



MARK PESTRELLA, PE

Director

MP:SK:sc

Enclosures

- c: Chief Executive Office (Chia-Ann Yen)
- County Counsel (Margaret Ambrose)
- Executive Office
- Internal Services Department, Contracts Division
- (w/o enc.)

AGREEMENT FOR
ON-CALL PUBLIC OUTREACH AND COMMUNITY ENGAGEMENT PROGRAM
(BRC0000451)

THIS AGREEMENT, made and entered into this _____ day of _____, 2025, 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 [Name of CONTRACTOR], a [State of Incorporation] [Form of Entity], located at [Full Address of the Contractor], (hereinafter referred to as CONTRACTOR). COUNTY and CONTRACTOR are each a Party and collectively referred to as the Parties.

WITNESSETH

FIRST: The CONTRACTOR, for the consideration hereinafter set forth and the acceptance by the Board of Supervisors (Board) of said COUNTY of the CONTRACTOR'S Proposal filed with the COUNTY on February 12, 2024, hereby agrees to provide services as described in this Contract for On-Call Public Outreach and Community Engagement Program.

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, Defaulted Property Tax Reduction Program; Exhibit F, Performance Requirements Summary, Exhibit G, Supervisorial Districts Map; and Exhibit H, File Submissions Guidelines; the CONTRACTOR'S Statement of Qualifications, all attached hereto; the Request for Statement of Qualifications; and Addenda to the Request for Statement of Qualifications, 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 of Public Works, to pay the CONTRACTOR pursuant to the Schedule of Prices set forth in the Work Order. In no event will the County pay any and all Contractors providing service under this Program an aggregate program not to exceed \$15 million, or such greater amount as the Board may approve (Maximum Contract Sum). Any unused authorized amounts up to 25 percent from the previous contract terms will be applied to subsequent renewal terms.

FOURTH: Work will be assigned based on Exhibit A, Scope of Work, Paragraph J, Assignment of Work. Notwithstanding the foregoing, the parties understand and agree that this Contract is nonexclusive, the County may enter into other contracts for the performance of the same or similar services, and the CONTRACTOR is not entitled to or guaranteed the assignment of any work hereunder.

FIFTH: This Contract's initial term shall commence on January 7, 2025, or upon the Board's approval and execution between both parties, whichever occurs last, for a period of 1 year with the initial contract term expiring on January 6, 2026. The COUNTY

shall have the sole option to renew this Contract term for up to four additional 1-year options, which shall not exceed January 6, 2031, and a six month-to-month extension, for a maximum potential contract term of 66 months. Each such option will be exercised at the sole discretion of the COUNTY. The COUNTY, acting through the Director, may give a written notice of intent to renew this Contract at least 10 days prior to the end of each term. At the sole discretion of the COUNTY, in lieu of renewing the Contract for the full 1 year, this Contract may be renewed on a month-to-month basis, upon written notice to the CONTRACTOR at least 10 days prior to the end of a term. Further, in accordance with Section 2.A.3 of Exhibit B, Service Contract General Requirements, the COUNTY may, at its sole discretion, authorize extensions of time to the Contract's term, to the extent that extensions of time for Contractor performance do not impact either scope or amount of this Contract, provided the aggregate of all such extensions during the life of this Contract will not exceed 180 days. The Director will provide a written notice of nonrenewal at least 10 days before the last day of any term, in which case this Contract will expire as of midnight on the last day of that term. Where all option years have been exercised, the Director will not provide a written notice of nonrenewal. If the County authorizes the Contractor in writing to perform services on a given work order prior to the stated expiration date, but thereafter such services are not completed by the stated expiration date, then the expiration of the Contract shall be automatically extended solely to allow for the completion of such services. County may authorize unforeseen additional services and extend the contract expiration date as necessary to complete those services when the unforeseen additional services are directly related to the initial scope of work and are necessary for the completion of a given project.

SIXTH: The CONTRACTOR will bill monthly, in arrears, for the work performed during the preceding month. Work performed will be billed at the unit prices quoted in Form PW-2, Schedule of Prices of the Work Order.

SEVENTH: Public Works will make payment to the CONTRACTOR within 30 days of receipt and approval of a properly completed and undisputed 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 must be in triplicate (original and two copies) and must itemize the work completed. The invoices must be submitted to:

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

EIGHTH: In no event will the aggregate total amount of compensation paid to any and all contractors under this Program exceed the amount of compensation authorized by the Board. Such aggregate total amount is the Maximum Contract Sum.

NINTH: 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.

TENTH: No cost-of-living adjustment will be granted for the optional renewal periods.

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 H, inclusive, the COUNTY'S provisions will control and be binding.

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

THIRTEENTH: Advertising and Other External Communications About the Project/Contract. Consultant/Contractor shall obtain the County's prior written approval before disclosing or communicating any information concerning the award of the contract, the progress of the work, or the completion of the work, to any non-party, including but not limited to outside media and news organizations. This requirement includes but is not limited to: (1) a Consultant/Contractor's, application for an award or any other recognition of the Project/Contract; and (2) any advertising or promotion of the Project/Contract and/or the Consultant/Contractor's role on the project. The County retains the sole discretion as to the release of such information, including the right to deny the request for disclosure, the right to direct the timing of the disclosure, and/or the right to direct Consultant/Contractor to make revisions to the information prior to disclosure.

FOURTEENTH: This 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. This CONTRACT may be signed by the Parties hereto in separate counterparts, including both counterparts that are executed on paper and counterparts that are in the form of electronic signatures. Electronic signatures include facsimile or e-mail electronic signatures. Each executed counterpart will be deemed an original. All counterparts, taken together, constitute the executed Agreement.

The Parties hereby acknowledge and agree that electronic records and electronic signatures, as well as facsimile signatures, used in connection with the execution of this Agreement and electronic signatures, facsimile signatures or signatures transmitted by electronic mail in so-called pdf format will be legal and binding and will have the same full force and effect as if a paper original of this Agreement had been delivered and had been signed using a handwritten signature. Contractor and County (i) agree that an electronic signature, whether digital or encrypted, of a Party to this Agreement is intended to authenticate this writing and to have the same force and effect as a manual signature, (ii) intend to be bound by the signatures (whether original, faxed or electronic) on any document sent or delivered by facsimile, or electronic mail, or other electronic means, (iii) are aware that the other Party will rely on such signatures, and (iv) hereby waive any defenses to the enforcement of the terms of this Agreement based on the foregoing forms of signature. If this Agreement has been executed by electronic

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:

DAWYN R. HARRISON
County Counsel

By _____
Deputy

Type/Print Name

[NAME OF CONTRACTOR]

By _____
Its President

Type/Print Name

By _____
Its Secretary

Type/Print Name

**PROPOSERS' UTILIZATION PARTICIPATION AND COMMUNITY BUSINESS ENTERPRISE PROGRAM INFORMATION FOR
ON-CALL PUBLIC OUTREACH AND COMMUNITY ENGAGEMENT PROGRAM
SELECTED FIRMS**

	Proposer Name (Prime with subcontractors* listed below) *only subcontractors with Utilization Participation are listed.	Local Small Business Enterprise (LSBE)	Small Business Enterprise (SBE)	Minority	Women-Owned	Disadvantaged Business	Disabled Veteran Business Enterprise	Social Enterprise	Lesbian, Gay, Bisexual, Transgender, Queer, and
1	S. GRONER ASSOCIATES, INC.	Y	Y	N/A	N/A	N/A	N/A	N/A	N/A
	ES Advertising	N/A	N/A	Y	Y	Y	N/A	N/A	N/A
	Ana Cubas Consulting	N/A	N/A	N/A	Y	Y	N/A	N/A	N/A
	Redwood Resources	N/A	N/A	Y	Y	Y	N/A	N/A	N/A
	Fairbank, Maslin, Maullin & Metz & Assoc., Inc.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2	IMPRENTA COMMUNICATIONS GROUP, INC.	N/A	N/A	Y	N/A	N/A	N/A	N/A	N/A
3	VMA COMMUNICATIONS, INC.	Y	Y	Y	Y	Y	N/A	N/A	N/A
	AlphaVu	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Fairbank, Maslin, Maullin & Metz & Assoc., Inc.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Infrastrategies	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Lazar Translations	N/A	Y	N/A	N/A	N/A	N/A	N/A	N/A
4	ALLISON & PARTNERS, LLC	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	AAAZA, Inc.	Y	Y	Y	N/A	N/A	N/A	N/A	N/A
	LAGRANT COMMUNICATIONS	Y	Y	Y	Y	N/A	N/A	N/A	Y
5	KATZ & ASSOCIATES, INC.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Fairbank, Maslin, Maullin & Metz & Assoc., Inc.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Katherina Padilla & Associates	N/A	Y	Y	Y	Y	N/A	N/A	N/A
	Brown Marketing Strategies, Inc (dba Centric)	N/A	Y	N/A	Y	N/A	N/A	N/A	N/A
	Lazar Translations & Interpreting	Y	Y	N/A	N/A	N/A	N/A	N/A	N/A
	Before Breakfast	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6	STREET LEVEL STRATEGY, LLC	N	Y	N/A	N/A	N/A	N/A	N/A	N/A
	Elevate Public Affairs	N/A	Y	N/A	Y	Y	N/A	N/A	N/A
	Fairbank, Maslin, Maullin & Metz & Assoc., Inc.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Aaron, Thomas & Associates	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

*Information provided by proposers in response to the Request for Proposal. On final analysis and consideration of award, vendors were selected without regard to race, creed, gender, or color.

**PROPOSERS' UTILIZATION PARTICIPATION AND COMMUNITY BUSINESS ENTERPRISE PROGRAM INFORMATION FOR
ON-CALL PUBLIC OUTREACH AND COMMUNITY ENGAGEMENT PROGRAM**

SELECTED FIRMS

FIRM INFORMATION*		S. GRONER ASSOCIATES, INC.	IMPRENDA COMMUNICATIONS GROUP, INC.	VMA COMMUNICATIONS, INC.	KATZ & ASSOCIATES, INC.	ALLISON & PARTNERS, LLC	STREET LEVEL STRATEGY, LLC
BUSINESS STRUCTURE		Corporation	Corporation	Corporation	Corporation	LLC	LLC
CULTURAL/ETHNIC COMPOSITION		NUMBER/% OF OWNERSHIP					
OWNERS/PARTNERS	Black/African American				1/8%		
	Hispanic/Latino		1/19%	1/100%			1/100%
	Asian or Pacific Islander		2/73%		2/16%		
	Native American						
	Subcontinent Asian						
	White	1/100%			10/76%		
	TOTAL	1/100%	3/100%	1/100%	13/100%	**	1/100%
	<i>Female (included above)</i>	N/A	1/100%	1/100%	2/16%	N/A	N/A
COUNTY CERTIFICATION							
CBE		N/A	Y	Y	N/A	N/A	N/A
LSBE		N/A	Y	Y	N/A	N/A	N/A
OTHER CERTIFYING AGENCY		N/A	Supplier Clearinghouse	LA County Metropolitan Transportation Authority; Department of General Services; Caltrans	N/A	N/A	N/A

*Information provided by proposers in response to the Request for Proposal. On final analysis and consideration of award, vendors were selected without regard to race, creed, gender, or color.

**LLC - A breakdown of Owners/Partners is not provided; firm are the owners.



(/LACoBids/)

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Home (/LACoBids/)

+ Solicitation Detail

Solicitation Number:	BRC0000451		
Title:	On-Call Public Outreach and Community Engagement Program		
Department:	Public Works		
Bid Type:	Commodity / Service	Bid Amount:	\$15,000,000.00
Commodity:	CONSULTING SERVICES - COMMUNICATIONS - PUBLIC RELATIONS		



Description:

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(LACOBios)

PLEASE TAKE NOTICE that Public Works requests Statement of Qualifications (SOQ) for the On-Call Public Outreach and Community Engagement Program (BRC0000451). This program has been designed to have a potential maximum contract term of 5 years, consisting of an initial 1-year term and potential additional four 1-year option renewals. The total aggregate program amount of this service is estimated to be \$15 million. The Request for Statement of Qualifications (RFSQ) with contract specifications, forms, and instructions for preparing and submitting proposals may be accessed at <http://pw.lacounty.gov/brcd/servicecontracts> or may be requested from Ms. Anna Leung at (626) 458-4072 or aleung@pw.lacounty.gov or Ms. Ani Karapetyan at (626) 458-4050 or akarapeytan@pw.lacounty.gov, Monday through Thursday, 7 a.m. to 5 p.m.

Public Works may award up to six contracts for this program; three small, two medium, and one large-sized category firms. Each proposer shall self certify that it is a small, medium, or large-sized business enterprise according to the established criteria on the Business Size Enterprise Category Form PW-16 provided in this RFSQ. In addition, each proposer whose SOQ meets the minimum mandatory requirements and receives a preliminary score of no less than 75 points in accordance with the evaluation criteria set forth herein may be awarded a contract based on their Business Size Enterprise Category. The assignment of work will be in accordance with Exhibit A, Scope of Work, Section J, Assignment of Work. The County reserves the right to increase or decrease the number of contracts that will be awarded.

PLEASE CHECK THE WEBSITE FREQUENTLY FOR ANY CHANGES TO THIS SOLICITATION. ALL ADDENDA AND INFORMATIONAL UPDATES WILL BE POSTED AT <http://pw.lacounty.gov/brcd/servicecontracts>.

"Do Business with Public Works" Website Registration

All interested proposers for this RFP are strongly encouraged to register at <http://pw.lacounty.gov/general/contracts/opportunities>. Only those firms registered for this RFP through the website will receive automatic notification when any update to this RFP is made. The County does not have an obligation to notify any proposers other than through the Public Works website's automatic notification system.

Doing Business with Local Small Business Enterprise, Disabled Veteran Business Enterprise, and Social



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Enterprise

The County strongly encourages participation from firms, primes, and subcontractors, which are certified in the County's Local Small Business Enterprise (LSBE), Disabled Veteran Business Enterprise (DVBE), and Social Enterprise (SE) Preference Programs. The County's LSBE, DVBE, and SE Preference Programs require firms to complete a certification process to receive certain benefits allowed only for LSBE, DVBE, and SE, such as a 15 percent price preference, not to exceed \$150,000, when applicable, and LSBE Prompt Payment Program. The following link provides additional information on being County certified LSBE, DVBE, and SE: <http://dcba.lacounty.gov>.

Minimum Mandatory Requirement: At the time of proposal submission, proposers must meet all minimum requirements set forth in the RFSQ documents including, but not limited to:

1. Proposing entity must have at least 5 years of experience in strategic communications and crisis communications coordination for a local government agency. The proposal must include three examples of such programs that were completed within the last 5 years by the proposing entity.

Important Note: This minimum mandatory requirement must be met by the proposing entity and subcontracting to meet this requirement is not allowed.

2. Proposing entity must have at least 5 years of experience coordinating community meetings and implementing press conferences, ribbon cutting ceremonies, etc. for local government jurisdictions. The proposal must include three examples of such programs that were completed within the last 5 years by the proposing entity.

Important Note: This minimum mandatory requirement must be met by the proposing entity and subcontracting to meet this requirement is not allowed.

3. Proposer's or its subcontractor's staff assigned to oversee this program must have a minimum of 5 years of experience related to the specific task they are managing for this contract. Such personnel and their experience must be identified by the proposer in the proposal and Form PW 14, Proposer's Compliance with the Minimum Requirements of the RFSQ.



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4. Proposer's or its subcontractor's staff must have a minimum of 3 years of experience conducting assessments and research evaluations. Such personnel must be identified by the proposer in the proposal and Form PW 14, Proposer's Compliance with the Minimum Requirements of the RFSQ. (/LACoBids/)

5. Proposer has submitted documentation demonstrating its good faith efforts to meet the County's CBE Program goal in accordance with Section 1.Y, Community Business Enterprise Participation.

There will be no conference for this solicitation. The deadline to submit written questions for a response is Monday, January 29, 2024. Please direct your questions to Ms. Leung or Ms. Karapetyan.

The deadline to submit proposals is Monday, February 12, 2024 at 5:30 p.m. Please direct your questions to Ms. Leung or Ms. Karapetyan. See below for all deadlines relating to this solicitation. Be advised, any changes to the due dates listed herein will only be made by Public Works, in writing in the form of an Informational Update or Addendum to the solicitation.

Item Solicitation Schedule Due Date

1. Written Questions Due Monday, January 29, 2024
2. Form PW-3: Jury Service Exemption Monday, January 29, 2024
3. Proposal Submission Due Monday, February 12, 2024

NOTE: Items 1 through 2 above, if submitting, will be due via e-mail to Ms. Leung or Ms. Karapetyan. Item 3 is due from all proposers in accordance with the Important Notice below.

IMPORTANT NOTICE

Submission of proposals will only be accepted electronically using BidExpress or electronic proposals via Universal Serial Bus (USB) or compact disk to the Cashier's Office in Public Works Headquarters located on the Mezzanine Floor, 900 South Fremont Avenue, Alhambra, California 91803. Proposals received after the closing date and time specified in this Notice of Request for Proposals will be rejected by Public Works as nonresponsive. Submission of hard copy proposals will not be accepted.

PROPOSALS MUST BE SUBMITTED ELECTRONICALLY USING THE FOLLOWING METHOD:



lacounty.gov

Electronic Submission of Proposals

In lieu of submitting electronic proposals to the Cashier's Office, you may submit proposals electronically on www.bidexpress.com, a secure online bidding service website. (LACoBids)

To submit your proposals electronically, register with BidExpress, prior to the due date above. A new registration page must be signed, notarized, and received by BidExpress customer support for processing before the due date. An Infotech/BidExpress Set-up Guide is included as Attachment 6 for reference. There is a nominal service fee to use BidExpress.

Please note, each upload of file in BidExpress is limited to 10 MB per file up to 50 files for a total of 500 MB. Proposers shall plan ahead and allow sufficient time to account for the registration and file size limitations before the proposal submission deadline to complete the uploading of proposal files. If proposer submits a proposal through BidExpress, proposer should not send hard copies, compact disc, or any other materials to the County via mail.

Less

Open Day:	1/10/2024	Close Date:	2/12/2024 5:30:00 PM
Contact Name:	Anna Leung	Contact Phone:	(626) 458-4072
Contact Email:	aleung@pw.lacounty.gov		
Last Changed On:	1/10/2024 11:16:02 AM		
Attachment File (0) :	<input type="button" value="⊕"/> Click here to download attachment files.		