REQUEST FOR QUALIFICATIONS

FOR

URBAN DESIGN AND PLANNING

City of Los Angeles
Department of City Planning
200 North Spring Street, Room 525
Los Angeles, CA 90012

Issue Date:
Monday, August 11, 2014

Pre-Proposal Conference:
Wednesday, August 27, 2014
10:00 am

Proposals Due:
Tuesday, September 30, 2014
by 4:00 pm

For Information Contact:
Brian Taft
213-978-1915
Brian.Taft@lacity.org
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SECTION I – PROJECT DESCRIPTION

A. PROJECT OVERVIEW

The City of Los Angeles Department of City Planning (CITY) proposes to develop a pre-qualified list of on-call Urban Design and Planning Consultants with demonstrated expertise and experience in one or more of the following areas to perform the following services either singularly or in combination as listed in SECTION II Scope of Work A.1. to A.3.:

- Planning and urban design, landscape architecture, architecture and master planning, including project management and coordination of sub-consultants;
- Economic feasibility and market demand analysis, including consideration of affordable and workforce housing, small business development, and community benefits;
- Public meetings and community outreach.

Individuals or firms with expertise and experience in any of these areas are encouraged to apply, as are multi-disciplinary teams with capability to manage multi-faceted planning projects and coordinate sub-consultants. The Department reserves the flexibility to select an integrated team or contract with individual firms. This RFQ assumes that more than one contract may be awarded over time, depending on needs.

B. RFQ RESPONSES

All responses to this RFQ must be submitted (one original copy, four hard copies, and an electronic copy) and received by the Department of City Planning by Tuesday, September 30, 2014 at 4:00 pm (PST). Late SOQ/proposals will not be accepted. Please direct all questions and SOQ/proposals to:

Brian Taft, Management Analyst II
Department of City Planning
200 N. Spring St., Room 525
Los Angeles, CA 90012
phone: (213) 978-1915
email: brian.taft@lacity.org

The City will evaluate the responses to this RFQ based on the criteria outlined in the Scope of Work (Section II) and SOQ/proposal Requirements and Information (Section III). The consultant team must submit a SOQ/proposal to complete the Scope of Work (Section II.A). Proposers shall respond to all questions listed in Section III, and supply all information requested therein.
**Contract Duration**
The City anticipates that the contract resulting from this RFQ will be for a term of five years, with the option to extend for 2 years. The City reserves the right to terminate the contract for any reason upon 30-day notice.

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**Pre-Proposal Conference**
The Department of City Planning has organized a Pre-Proposal Conference to go over any questions, comments or concerns from prospective consultants. **Attendance at the pre-proposal conference is mandatory.** SOQ/proposals submitted by firms that do not attend the pre-proposal conference will be considered non-responsive, and their SOQ/proposals will be rejected.

**Wednesday, August 27, 2014 @ 10:00 am**
Los Angeles City Hall, Room 501
Department of City Planning
200 North Spring Street
Los Angeles, CA 90012

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**End of Section I**
SECTION II – SCOPE OF WORK

A. SCOPE OF WORK

Consultants should respond to this RFQ with a statement of qualifications for one, a combination of, or all of the following services. The following descriptions identify the minimum scope of services that may be provided by a qualified consultant. Specific details of the Scope of Work will be identified in the future bid letters issued. Qualified Consultant may be requested to identify any other additional tasks recommended to meet the objectives of the work program in response to future bid letters. The Consultant need not be qualified for every area listed:

1. PLANNING, URBAN DESIGN, LANDSCAPE ARCHITECTURE, ARCHITECTURE AND/OR PROJECT MANAGEMENT SERVICES

The Department is seeking support in land use planning, urban design, programming and conceptual design. The Department is soliciting qualified professional individuals, firms, or multi-disciplinary teams with experience in any of the areas described below to assist in the development of its planning efforts. Coordination with City staff is critical for the successful implementation of each project. Additional unanticipated, though related, work tasks may be requested in the future depending on the specific needs of the City. Miscellaneous Urban Design, Streetscape, Landscape Architecture, Design Standards and Planning Services may include but are not limited to:

- Complete urban design and planning services;
- Defining a work plan, schedule, and project management approach;
- Coordinating project effort with DCP, Department of Transportation (DOT), Public Works departments, and other City, County, Regional, State or Federal agencies;
- Initial assessment and inventory of applicable physical, social and environmental elements and current conditions;
- Research and inventory existing streetscape conditions and urban design characteristics including but not limited to analysis of existing character of streets within study area(s), including assessment of walkability, bike facilities, transportation connections, open space, existing and planned street dimensions, roadway, utilities, drainage, storm water management, built and historic structures;
- Research and inventory existing streetscape conditions and urban design characteristics, especially as they relate to existing and planned zoning, transportation, infrastructure, street design, and neighborhood character;
• Map production of existing land uses, infrastructure, demographics, and transit services within study areas;

• Planning and project feasibility studies for urban design strategies, transit neighborhoods, sustainability methods, healthy communities, new development typologies, creative and cultural arts districts, and infrastructure analysis;

• Identifying preliminary subareas for additional study or special designation;

• Analyzing and evaluating existing planning, transportation and traffic studies and identifying opportunities for pedestrian and community enhancements;

• Development of preliminary land use concepts, policies, and implementation strategies, including zoning ordinances, development standards and design guidelines as part of various planning initiatives;

• Identification and evaluation of priority community benefits;

• Developing an outreach strategy with DCP to achieve buy in from stakeholders;

• Participation in community outreach activities including stakeholder interviews, steering and advisory committees, public workshops, events and public hearings;

• Evaluating and prioritizing various streetscape, public works projects, urban design improvements and area programming, and present findings to local community stakeholders;

• Project options evaluation including but not limited to discussion of tradeoffs and expected outcomes of implementing various improvement alternatives;

• Assistance in communicating planning concepts to decision makers and the general public, including preparing conceptual design/massing alternatives, renderings and photo-simulations, site plans, maps, 3-D models, illustrations and diagrams for use as visualization tools during public outreach and adoption phases of the project;

• Preparing street cross-section designs and draft design guidelines for adjacent development sites, for implementation through community plans, design overlays, streetscape plans, new street standards or other strategies;

• Conceptual and final streetscape, public space, building design guidelines, and landscape design services;
• Production and publication of final plan materials, including layout and design with consideration of printing impacts;

• Cost estimates and opinions of probable construction costs associated with implementation of streetscape plans;

• Identifying various sources of funding available to implement streetscape improvements and design guidelines;

• Development of implementation and funding strategies to address phasing of projects and infrastructure, as well as methods to finance infrastructure improvements;

• Update of General Plan Elements such as the Citywide Transportation/Mobility Element, Infrastructure Systems Element, Community Plans, Public Facilities and Services Element and Air Quality Element;

• Preparation of draft code studies, code amendments, and evaluation of new implementation tools;

• Strategic project direction, project management and coordination of consultant team;

• Other related, allied, incidental and supplementary services as needed to complete the work on awarded projects.

2. ECONOMIC ANALYSIS SERVICES

Economic Analysis Services are required to assist DCP Staff with accurate market data that can help in the development of realistic and effective plans, policies, and regulations. The City will need to determine economic development priorities and further expand on place-based development strategies. Information about market forces will be used to test and shape potential development scenarios so that development parameters are in line with desired outcomes. Planning efforts may also include implementation measures focusing on funding opportunities that need to be identified. Economic Analysis Services may include, but not limited to:

• Estimating the market potential for various types of housing and commercial sectors, and identifying market gaps. Market demand studies should concentrate on the types of businesses that have the greatest potential for growth and sustainability;

• Creating customized market analyses to assist the department in making informed regulatory recommendations;
• Evaluating the short- and long-term economic viability of existing uses on particular sites to determine redevelopment potential;

• Providing tools for successful small business development;

• Recommendations for developing housing at various affordability levels either as stand-alone projects or within mixed-use projects;

• Feasibility analysis scenarios for specific projects with community benefits, as needed;

• Determining the most successful funding model to construct shared parking for a planning area;

• Identifying incentives to attract desired uses and means of monitoring implementation;

• Data analysis to support planning efforts presented in graphic formats such as maps and easy-to-understand diagrams and illustrations. Data should be structured in such a way as to feed into the City’s geographic information systems (GIS);

• Evaluating opportunities for joint development (e.g. public/private partnerships);

• Identifying and pursuing new funding opportunities;

• Opportunities for grant funding;

• Identifying areas where private or public funds will be optimized;

• Identifying processes and policies to aid in administration of external funding by City or DCP staff.

3. PUBLIC OUTREACH SERVICES

Public outreach services are needed in order to assist DCP Staff in gathering and summarizing stakeholder input as part of the planning process. Public outreach services may include, but are not limited to;

• Developing an outreach strategy with DCP to achieve buy-in from stakeholders;

• Coordinating initial community outreach to identify issues, concerns, and opportunities;
• Conducting stakeholder interviews, steering and advisory committees, public workshops, events, and public hearings;

• Creating and managing a website that acts as a project’s central public information resource and/or community discussion forum;

• Managing social media accounts, including Facebook, Twitter, Youtube, etc.

B. DELIVERABLES FORMAT

Product deliverables are to be provided in paper copy as well as in electronic format as follows:

a) All spatial and spatial attribute data in ESRI ArcGIS compatible format
b) All analytical data in Microsoft Office Excel or Access format
c) All text and text tables in Microsoft Word format
d) All charts, illustrations or graphic images in Graphic Interchange format (.gif), Joint Photographic Experts Group (.jp/.jpeg) and Portable Document Format (pdf) format
e) All final documents in bookmark enabled Portable Document Format (pdf) format.

Specific deliverables will be identified in subsequent project bid letters. All qualified consultant’s work products are expected to meet the requirements of existing state law and any changes to those laws while under contract.

End of Section II
A. SOQ/PROPOSAL FORMAT, CONTENTS AND EVALUATION CRITERIA

The RFQ has been structured to provide specific requirements which function as a standardized framework for the evaluation of prospective Proposer's qualifications. Proposers may submit an SOQ for one or a combination of all of the areas listed in Section II, A, Scope of Work.

It is the Proposer's responsibility to prepare an SOQ, which is representative of the Proposer's qualifications. If there is any additional information which would assist the CITY in its assessment of the SOQ, the Proposer should include all such information in its SOQ under the title Additional Information.

Each SOQ/proposal shall be prepared simply and economically, avoiding the use of elaborate promotional material beyond what is sufficient to provide a complete and accurate presentation. The responses to this RFQ must be made in accordance with the format set forth in this Section. Only SOQs that have been determined to be responsive will be considered. Failure to adhere to the following format may cause rejection of the SOQ as non-responsive.

1. Cover Letter

   The SOQ shall contain a cover letter and introduction (limited to one page) which includes the company name and address, the name and telephone number of the persons who will be authorized to represent the Proposer regarding all matters related to the SOQ/proposal and any contract subsequently awarded to the Proposer. This letter shall be signed by any person(s) authorized to bind the company to all commitments made in the SOQ.

   If the Proposer is a partnership, the SOQ must be signed in the name of the partnership by a general partner thereof. If the Proposer is a corporation, the SOQ must be signed on behalf of the corporation by two authorized officers (Chairman of the Board of Directors, President or Vice-President and a Secretary, Treasurer or Chief Financial Officer) or an officer authorized by the Board of Directors to execute such documents on behalf of the corporation. All signatures above must be original and in ink on at least one copy of the SOQ submitted to the City.

2. Addendum Acknowledgement:

   The SOQ shall contain an acknowledgement of receipt of all amendments and/or addenda to the RFQ.
3. **Introduction:**
   Brief summary of the Proposer’s understanding of SOQ objectives and Scope of Work.

4. **Qualifications of Proposer:**

   The Proposer’s team should possess qualifications and previous experience performing the Scope of Work as described in this RFQ. Documentation should be included on the financial status of the Proposer to ensure that the Proposer will continue business through the term of the contract.

   Proposers shall also provide thorough responses to the following list of questions. The response to these questions will be included in the City’s evaluation of the Proposer. In addition, the responses to these questions will be incorporated into and made a part of the contract. In your SOQ, please restate the questions followed by the response.

   a. What is the general type of work performed by your firm? Does your firm have a focus? If yes, please elaborate.

   b. If your firm specializes in one aspect of a project, how would you propose to work with other consultants to complete the whole project defined in an Request for Bid (RFB) by the City?

   c. What is your firm’s experience in Planning and Urban Design, Economic Analysis, and Public Outreach services which are similar to those requested in this RFQ, including development of land use plans and urban design standards, updates to General Plan Elements, market analysis and/or fee studies for infrastructure financing, and facilitation of community engagement in planning projects?

   d. What is your firm’s experience working with the City of Los Angeles?

   e. What is your firm’s experience in preparing urban design strategies, creating transit-supportive neighborhoods, sustainability methods, healthy communities, new development typologies, creative and cultural arts districts, and infrastructure analysis for general plan amendments, specific plans, master plans, ordinances, and nexus studies?

   f. Is your firm located in the Los Angeles area? If your firm is located outside of Southern California, what will be done to ensure access? Do you have additional offices in Southern California?

   g. Many firms have adopted a profile for the managers they hire. Does your firm have such a profile? Please explain.
h. What are your firm’s quality assurance measures for this type of contract work?

i. Describe your firm’s experience working on concurrent projects for a single client. How was internal coordination and project management handled?

j. Describe any situation over the past three years in which your firm did not complete a contract for a client. Describe the details of the situation, and explain the reasons for the incompletion (e.g., firm default, client withdrawal, non-payment of invoices, etc.).

k. How is the performance of your managers and any contract management personnel evaluated?

l. What are your firm’s Equal Employment Opportunity and Affirmative Action programs and accomplishments?

m. Provide any additional information regarding your firm to assist the City to better evaluate your firm.

5. Qualifications of Proposer Staff

This section includes, but is not limited to, a listing of all required personnel and qualifications for each position. A Project Manager must be designated and identified, and a detailed resume must be submitted; resumes of other key personnel should be provided. An organizational chart of management personnel shall also be included in this section.

The Proposer’s organization will be evaluated based upon the capability of the Proposer to meet the terms of the RFQ, such as the ability to accomplish the work within the estimated time frame, plus the related studies or projects recently completed by the Proposer’s organization, which demonstrates expertise in accomplishing similar work. The qualifications of proposed staff will be evaluated in terms of their previous experience and capabilities. The relevant experience of key personnel, especially the Project Manager, will be of major importance in the evaluation of the SOQs. Proposers shall provide thorough answers to the following list of questions. In the SOQ, each question should be restated followed by the response.

a. Who will be the responsible Principal for the project? What is this person’s background, experience and role within the firm? Include a resume of this person.

b. What is the commitment of Principal / Sr. Staff to this project? How will your support staff work together to combine elements of existing City documents, codes, plans for continuity of the text, mapping, and appendices of the document?
c. Who will be the Project Manager(s)? Describe the background, experience, and availability over the life of the contract. Attach a resume for each staff.

d. How will your firm handle staff changes and vacancies created over the life of the project? How will the City be assured any replacement staff is approved before the changes are made?

e. Identify other professional staff working on this SOQ.

f. Will there be Sub-Contractors? If so, provide a list the Sub-Contractors.

   i. What aspect of the project will they work on and what are their qualifications? [All Sub-Contracting opportunities must be posted on the LABAVN and selected that way]

   ii. What is your firm’s previous experience working with the proposed Sub-Contractor(s)?

g. Provide an organization chart which identifies the Project Principal, Project Manager(s), key staff and other personnel, to include their roles and responsibilities.

6. Fee Schedule
Provide hourly billing rates for team members according to their roles and responsibilities.

7. References
Name, title, address, telephone number and Email address of three (3) former or current clients who have, within the last five years, contracted with the Proposer for services similar to those described in this RFQ. If teams represent more than one firm/organization, provide three references for each. Provide references for completed projects which represent the range of tasks required under this RFQ. Include project name, brief description, contact name, address, phone number and email information.

8. Work Samples:
Include one set of work products completed within the last five years that demonstrates experience with projects similar in scope to the work described in this RFQ. This may illustrate: knowledge of planning issues, urban design, implementation programs, adopted plans, mobility, economic analysis, and/or public outreach services. Provide descriptions of work on similar projects, including but not limited to: project descriptions, funding sources, dollar amounts, timelines, sample project management status updates, and services provided. For graphic and internet based material, describe how it was produced (programs, production process) and approximate budget.
9. **Additional Data:**
Include any other data the Proposer considers essential to the evaluation of the SOQ.

10. **Addendum Acknowledgment**
The SOQ/proposal shall contain an acknowledgment of receipt of all amendments and/or addenda to the RFQ.

11. **Company Portfolio or Annual Report**
The Proposer should submit a detailed company portfolio including the company’s financial viability within the past three (3) years, credit references, on-going projects, and all pending litigation in which the company may be directly or indirectly involved.

12. **Evaluation Criteria**
Evaluation of the SOQ/proposals will be weighted as follows:

- **40% Qualifications of the Firm**
  - Company’s background and experience in the field;
  - Company’s experience with projects of similar size and scope;
  - Company’s experience working with large jurisdictions and implementation;
  - Company’s capability to reallocate resources effectively as needed to meet project schedule and needs.

- **40% Qualifications of the Staff Members**
  - Project manager(s) and key staff members’ background and experience;
  - Subcontractor’s (if any) background and experience;
  - Project manager(s)’ communications with City Staff

- **20% Cost Effectiveness (A8)**
  - Realistic hourly billing rates for team members for services to be performed;

**Pass/Fail References**
- Similar projects completed on time and within budget;
- History of effective communication with clients;
- Client Satisfaction.

Proposers may be invited to an interview with the Evaluation Committee and should be prepared to have key management personnel available for these interviews. The successful Proposer(s) will be named after the SOQs are evaluated. The Evaluation Committee will make recommendations to the Director of Planning. If interviews are not held, final selection will be based solely on the RFQ submittal.
It is the Proposer’s responsibility to prepare a SOQ, which is representative of the Proposer’s qualifications. If there is any additional information which would assist the City in its assessment of the SOQ, the Proposer should include all such information in its SOQ under the title Additional Information.

B. LIMITATIONS

1. Notwithstanding any other provisions of this RFQ, the City reserves the right to reject all SOQ/proposals and to waive any submission or task contained within a SOQ/proposal, if doing so would be to the advantage to the City or its taxpayers.

2. The Proposer understands and agrees that the City shall have no financial responsibility for any costs incurred by the Proposer in responding to this RFQ.

3. The City of Los Angeles requires that every SOQ, proposal, bid, or offer shall have thereon or attached thereto the affidavit of the Proposer indicating that: such SOQ/proposal is genuine, not sham or collusive, nor made in the interest of any person therein named; that the Proposer has not directly or indirectly induced or solicited any other Proposer to submit a sham SOQ/proposal or to refrain from proposing; and that the Proposer has not in any manner sought by collusion to secure for himself an advantage over any other Proposer. Any proposal/SOQ made without such affidavit, or found to be in violation thereof, shall not be considered.

C. SUBMISSION OF SOQ/PROPOSAL

1. Acceptance of Terms and Conditions
   Submission of a SOQ/proposal pursuant to this RFQ shall constitute acknowledgment and acceptance of all the terms and conditions hereinafter set forth in this RFQ unless otherwise expressly stated in the SOQ/proposal.

2. Award of Contract
   The Proposer(s) to whom a contract is awarded shall be required to enter into a written contract with the City of Los Angeles in a form approved by the City Attorney. This RFQ and the proposal/SOQ, or any part thereof, may be incorporated into and made a part of the final contract, however, the City reserves the right to further negotiate the terms and conditions of the contract with the selected Proposer. The City may select and award contract(s) to one or more consultants for one or more Scope of Work described in Section II.A.

3. Pre-Proposal Conference
   The Pre-Proposal Conference will be held on the date and time stated on page 2 of this RFQ.

4. Conferences During the SOQ/proposal Period
   After expiration of the time to submit SOQ/proposals and continuing until a contract has been awarded, all City personnel and all others involved in the project will have been specifically directed against holding any meetings, conferences or technical
discussions with any Proposer except as provided in this Section. Proposers shall not communicate in any manner with any representatives of participating agencies regarding the RFQ or the SOQ/proposals during this period of time, unless authorized, in writing, by the Evaluation Committee. Failure to comply with this requirement may result in the termination of further consideration of that Proposer’s SOQ/proposal.

5. Adherence to RFQ Format
The response to this RFQ must be made in accordance with the format set forth in this Section. Failure to adhere to this format may be cause for rejection of the SOQ/proposal as non-responsive.

6. SOQ/Proposals Conditions and Limitations
SOQ/Proposals which set forth conditions or limitations to those set forth in the RFQ may be considered non-responsive and rejected.

7. SOQ/Proposal Interpretation and Addenda
Any change to or interpretation of the RFQ will be sent by the City to each firm or individual that requests such changes. Receipt of any such changes or interpretations shall become a part of said RFQ and may be incorporated into any contract awarded.

8. Execution of SOQs/Proposals
If the Proposer is a partnership, the proposal/SOQ must be signed in the name of the partnership by a general partner thereof. If the Proposer is a corporation, the proposal/SOQ must be signed on behalf of the corporation by two authorized officers (a chairman of the Board, President or Vice-President and a secretary, treasurer of chief financial officer) or an officer authorized by the Board of Directors to execute such documents on behalf of the corporation. All signatures above must be original and in ink on at least one copy of the SOQ/proposal.

9. Disposition of SOQs/Proposals
All SOQs/proposals submitted in response to this RFQ will become the property of the City of Los Angeles and a matter of public record. The Proposer must identify, in writing, all copyrighted material, trade secrets or other proprietary information that it claims is exempt from disclosure under the Public Record Act, (California Government Code Section 6250 et seq.). Any Proposer claiming such an exemption must also state in the SOQ/proposal its refusal to disclose such material, trade secrets or other proprietary information to any party making a request. Any Proposer who fails to include such a statement shall be deemed to have waived its right to an exemption from disclosure as provided by said Act.

10. SOQ/Proposal Cost and Ownership
Each SOQ/proposal prepared in response to this RFQ shall be prepared at the sole cost and expense of the Proposer and with the expressed understanding that no claims against the City for reimbursement will be accepted. All SOQs/proposals will become the property of the City and will not be returned to the Proposer. The
Proposer should not include confidential information or trade secrets without expressly stating and identifying the information or trade secrets to be considered confidential, since all accepted SOQ/proposals will become public information. However, if such information is necessary to assure a competitive SOQ/proposal, then the Proposer is to follow the guidelines for confidential information as discussed below.

11. Confidential Information
SOQs/Proposals made in response to this RFQ may contain technical, financial, or other data whose public disclosures could cause substantial injury to the Proposer’s competitive position or constitute a trade secret. To protect such data from disclosure, the Proposer should specifically identify the pages of the SOQ/proposal that contain confidential information by properly marking the applicable pages and inserting the following notice in front of the SOQ/proposal:

“NOTICE"

“The data on the pages of this SOQ/proposal identified by an asterisk (*) or marked along the margin with a vertical line, contain information which are trade secrets and/or whose disclosure would cause substantial injury to the Proposer’s competitive position. The Proposer requests that such data be used only for the evaluation of its SOQ/proposal, but understand that disclosure will be limited to the extent that the City determines is under federal, state, and local law.”

In SOQs/proposals containing proprietary information, proprietary paragraphs and/or data should be clearly marked as noted above. The Proposer must include one additional unbound copy of the SOQ/proposal with the confidential material totally blacked out or removed from the text so that one copy is available as public material. In accordance with Public Records Act, this information may, upon request, be released to the public.

The City assumes no responsibility for disclosure or use of unmarked data for any purpose. In the event properly marked data are requested, the Proposer will be advised of the request and may expeditiously submit to the CITY a detailed statement indicating the reasons it has for believing that the information is exempt from disclosure under federal, state, and local law. This statement will be used by the City in making its determination as to whether or not disclosure is proper under federal, State, and local law. The City will exercise care in applying this confidentiality standard but will not be held liable for any damage or injury that may result from any disclosure that may occur. The Proposer agrees to assume and pay for all costs incurred by the City, including attorneys’ fees awarded by the court, if the Proposer requests the City to resist disclosure of material provided to the City by the Proposer.

12. Public Records
All SOQ/proposals submitted in response to the RFQ shall become a matter of public record and the property of the City.
13. Insurance Requirements
The Proposer will be required to maintain insurance in effect during the term of the contract as set forth in Appendix II of this RFQ.

14. Rights Reserved by the City
The City reserves the right, at its discretion, to pursue any or all of the following actions in regard to this RFQ:

- Award multiple contracts based upon the evaluation criteria contained in this RFQ;
- Request additional information and/or clarification from the Proposers;
- Reject any or all SOQ/proposals, permit the timely correction of errors, or waive minor deviations;
- Withdraw this RFQ or extend the time for submittal;
- Shortlist any or all SOQ/proposals and schedule presentations by the Proposers;
- Take whatever other action it deems in its interest;
- Restrict the review or distribution of all SOQ/proposals until a contract is awarded;
- Substitute sub-consultants as deemed necessary;
- Terminate the contract upon a 30-day notice.

The City may consider SOQ/proposals that contain provisions which deviate slightly from the requirements in this RFQ, if the deviation(s) are not considered material. However, if the originator of such a SOQ/proposal is awarded the contract, the Proposer will be expected to perform in full compliance with the objectives described herein. This RFQ does not obligate the City to accept any SOQ/proposal, negotiate with any Proposer, nor award a contract in response to this RFQ.

15. Protest Procedure
Any interested party who has an objection to this RFQ or to the awarding of a contract to any Proposer by the City, pursuant to competitive SOQ/proposal procedures, shall submit that protest, in writing, to the Director of Planning, City of Los Angeles, Department of City Planning, prior to contract award by the City of Los Angeles. The protest shall clearly state the grounds of protest and the relief sought.

Any interested party who submits, or who plans to submit a SOQ/proposal, may file a protest based on the content of the RFQ within ten (10) calendar days after the request for SOQ/proposal is first advertised. Protesters shall have an opportunity to appear and be heard before the Los Angeles Department of City Planning prior to the evaluation in the case of protests based on the content of the request for SOQ/proposals.

A protest based on the content of the RFQ may be renewed by re-filing the protest with Los Angeles Department of City Planning within three (3) calendar days after the staff recommendation for award has been made available to the public. The staff recommendation is considered to be public when the item is calendared on the
agenda of the Planning and Land Use Committee of the City Council, City of Los Angeles.

16. **Preparation of SOQ/proposal**
   Each SOQ/proposal will be bound, not stapled, with pages numbered sequentially and be prepared simply and economically avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete, accurate and reliable presentation. Submittal of non-relevant or promotional material will result in a lower score for the evaluation of the Project.

17. **Single SOQ/proposal Response**
   If only one SOQ/proposal is received in response to this RFQ, and it is found by Los Angeles Department of City Planning to be acceptable, a detailed price/cost SOQ/proposal may be requested of the single Proposer. A price or cost analysis, or both, possibly including an audit, may be performed by or for Los Angeles Department of City Planning of the detailed price/cost SOQ/proposal in order to determine if the price is fair and reasonable. The Proposer agrees to such analysis by submitting a SOQ/proposal in response to this RFQ. A price analysis is an evaluation of a proposed price that does not involve an in-depth evaluation of all the separate cost elements and the profit factors that comprise a Proposer’s price SOQ/proposal. It should be recognized that a price analysis through comparison to other similar services must be based on an established or competitive price of the elements used in the comparison. The comparison must be made to a similar service. Where a difference exists, a detailed analysis must be made of this difference and costs attached thereto. Where it is impossible to obtain a valid price analysis, it may be necessary to conduct a cost analysis of the proposed price. A cost analysis is a more detailed evaluation of the cost elements in the Proposer’s Offer to perform. It is conducted to form an opinion as to the degree to which the proposed costs represent what the Proposer’s performance should cost.

A cost analysis is generally conducted to determine whether the Proposer is applying sound management in proposing the application of resources to the contracted effort and whether costs are allowable, allocable and reasonable. Any such analysis and the results therefrom shall not obligate Los Angeles Department of City Planning to accept such a single SOQ/proposal; and Los Angeles Department of City Planning may reject such SOQ/proposal at its sole discretion.

D. **CITY OF LOS ANGELES REQUIREMENTS**

1. **Standard Provisions for City Personal Services Contract**
   The Contractor shall abide by and obey all applicable Federal, State, and City laws, including, but not limited to, the Nondiscrimination and affirmative action provisions of the laws of the United States of America, the State of California, and the City. The selected Proposer shall stipulate that in any action related to the awarded contract, venue shall be in the County of Los Angeles, State of California. All service contracts with the City of Los Angeles, including the contract for this project shall
include and are required to comply with all the Standard Provisions for City Personal Services Contract (Rev. 03/09). (Appendix I)

2. **Insurance and Indemnification**
The Contractor must provide evidence of coverage with minimum limits, submitted and approved prior to occupancy/start of operations. All insurance certificates must be submitted ONLINE using the self-service site at http://Track4la.lacity.org. (Appendix II)

Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.8.2., Non-discrimination Clause. Non-construction services to or for the City for which the consideration is $1,000 or more shall comply with the provisions of Los Angeles Administrative Code Sections 10.8.3., Equal Employment Practices Provisions. Proposers shall complete and upload ONLINE, the Non-Discrimination/Equal Employment Practices Certification (two (2) pages) available on the City of Los Angeles’ Business Assistance Virtual Network (BAVN) residing at www.labavn.org at the time it registers on BAVN but no later than the time when an individual SOQ/proposal is submitted. However, Proposers with Certification previously uploaded to BAVN and verified by the Office of Contract Compliance (OCC) do not need to re-submit.

Non-construction services to or for the City for which the consideration is $100,000 or more shall comply with the provisions of Los Angeles Administrative Code Sections 10.8.4, Affirmative Action Program Provisions. Proposers shall complete and upload, the City of Los Angeles Affirmative Action Plan (four (4) pages) available on the City of Los Angeles’ Business Assistance Virtual Network (BAVN) residing at www.labavn.org at the time it registers on BAVN, but no later than the time when an individual SOQ/proposal is submitted.

Proposers opting to submit their own Affirmative Action Plan may do so by uploading their Affirmative Action Plan onto the City's BAVN. Proposers with current OCC approval for their Affirmative Action Plan do not need to re-submit unless the approval is 30 days or less from expiration.

Furthermore, subject subcontractors shall be required to submit the Non-Discrimination/Equal Employment Practices Certification and Affirmative Action Plan to the successful SOQ/proposal prior to commencing work on the contract. The subcontractors' Non-Discrimination/Equal Employment Practices Certification(s) and Affirmative Action Plan(s) shall be retained by the successful Proposer and shall be made available to the Office of Contract Compliance upon request.
Both the Non-Discrimination/Equal Employment Practices Certification and the City of Los Angeles Affirmative Action Plan Affidavit shall be effective for a period of twelve (12) months from the date it is first uploaded onto the City’s BAVN.

Proposers seeking additional information regarding the requirements of the City’s Non-Discrimination Clause, Equal Employment Practices and Affirmative Action Program may visit the Bureau of Contract Administration’s web site at http://bca.lacity.org. (Appendix III)

4. Business Inclusion Outreach Program (BIP) and MBE/WBE/OBE Outreach
   All Proposers shall submit proof of BIP outreach, documentation of registration and account activation in the Los Angeles Business Assistance Virtual Network (LABAVN) (Website: www.labavn.org and perform outreach ONLINE 15 days prior to RFQ due date, per Appendix IV: if applicable, identify the organization’s certification in any of the following categories: Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Other Business Enterprise (OBE), Small Business Enterprise (SBE), Emerging Business Enterprise (EBE) and Disabled Veteran Business Enterprise (DVBE); and perform OUTREACH for sub-contracting opportunities and comply with the City’s Business Inclusion Outreach Program. (Appendix IV)

OUTREACH MUST BE COMPLETED 15 DAYS PRIOR TO RFQ DEADLINE.

5. Living Wage Ordinance and Service Contract Worker Retention Ordinance
   Unless approved for an exemption, contractors under contracts primarily for the furnishing of services to or for the City and that involve an expenditure in excess of $25,000 and a contract term of at least three (3) months, lessees and licensees of City property, and certain recipients of City financial assistance, shall comply with the provisions of Los Angeles Administrative Code Sections 10.37 et seq., Living Wage Ordinance (LWO) and 10.36 et seq., Service Contractor Worker Retention Ordinance (SCWRO). Proposers shall refer to Appendix V, “Living Wage Ordinance and Service Contractor Worker Retention Ordinance” for further information regarding the requirements of the Ordinance.

Proposers who believe that they meet the qualifications for one of the exemptions described in the LWO List of Statutory Exemptions shall apply for exemption from the Ordinance by submitting with their SOQ/proposal the Bidder/Contractor Application for Non-Coverage or Exemption (Form OCC/LW-10), or the Non-Profit/One-Person Contractor Certification of Exemption (OCC/LW-13). The List of Statutory Exemptions, the Application and the Certification are included in Appendix V.

6. Notice to Employees Working on City Contracts RE: Living Wage Ordinance and Prohibition Against Retaliation (Appendix VI)
7. **Equal Benefits Ordinance**  
Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.8.2.1, Equal Benefits Ordinance (EBO).

All Proposers shall complete and upload **ONLINE**, the Equal Benefits Ordinance Affidavit, (two (2) pages) available on the City of Los Angeles’ Business Assistance Virtual Network (BAVN) residing at [www.labavn.org](http://www.labavn.org) prior to award of a City contract, the value of which exceeds $5,000. The Equal Benefits Ordinance Affidavit shall be effective for a period of twelve months from the date it is first uploaded onto the City's BAVN. Proposers do not need to submit supporting documentation with their SOQ/proposals.

However, the City may request supporting documentation to verify that the benefits are provided equally as specified on the Equal Benefits Ordinance Affidavit.

Proposers seeking additional information regarding the requirements of the Equal Benefits Ordinance may visit the Bureau of Contract Administration's web site at [http://bca.lacity.org](http://bca.lacity.org). (Appendix VII)

8. **Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions**  
Proposers are required to sign the Certificate Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions. (Appendix VIII)

9. **Certification Regarding Lobbying**  
Proposers are required to sign the Certification Regarding Lobbying Form. (Appendix IX)

10. **Americans with Disabilities Act**  
The City of Los Angeles requires that all Contractors and Sub-Contractors be in compliance with the American with Disabilities Act 42 U.S.C. 12101 et seq., and its implementing regulations. The Proposer will provide reasonable accommodations to allow qualified individuals with disabilities to have access to and to participate in its programs, services and activities in accordance with the provisions of the Disabilities Act.

The Proposer will not discriminate against persons with disabilities nor against persons due to their relationship to or association with a person with a disability. Any subcontractor entered into by the Proposer, relating to this contract, to the extent allowed hereunder, shall be subject to the provisions of this paragraph. Proposers shall complete and submit the attached Certification of Compliance Form. (Appendix X)
11. **Child Support Assignment Orders**
Section 10.10 of the Los Angeles Administrative Code, Child Support Assignment Orders Ordinance, requires that all Contractors and Sub-Contractors performing work for the City comply with all reporting requirements and wage and earning assignments relative to legally mandated child support. (Appendix XI)

12. **City Resident Workforce Form**
The City requires information on the number of contractor's employees residing in the City. (Appendix XII)

13. **Statement of Independency**
This statement certifies that consultants work for the City as independent contractors, setting their own hours, etc., and are not employed by the City. (Appendix XIII)

14. **Affidavit of Non-Collusion**
Proposers shall complete and submit the attached Affidavit of Non-Collusion forms. (Appendix XIV)

15. **Slavery Disclosure Ordinance**
Unless otherwise exempt, in accordance with the provisions of the Slavery Disclosure Ordinance, any contract awarded pursuant to this RFQ will be subject to the Slavery Disclosure Ordinance, Section 10.41 of the Los Angeles Administrative Code.

All Proposers shall complete and upload ONLINE, the Slavery Disclosure Ordinance Affidavit (one (1) page) available on the City of Los Angeles's Business Assistance Virtual Network (BAVN) residing at www.labvn.org prior to award of a City contract.

Proposers seeking additional information regarding the requirements of the Slavery Disclosure Ordinance may visit the Bureau of Contract Administration’s web site at www.bca.lacity.org. (Appendix XV)

16. **First Source Hiring Ordinance**
Unless approved for an exemption, contractors under contracts primarily for the furnishing of services to or for the City, the value of which is excess of $25,000 and a contract term of at least three (3) months, and certain recipients of City Loans or Grants, shall comply with the provisions of Los Angeles Administrative Code Sections 10.44 et seq., First Source Hiring Ordinance (FSHO). Proposers shall refer to Appendix XVI, “First Source Hiring Ordinance” for further information regarding the requirements of the Ordinance.

The anticipated Job Opportunities Form (FSHO-1) and Subcontractor Information Form (FSHO-2) contained in the Appendix shall only be required of the Proposer that is selected for award of contract.
17. **Municipal Lobbying Ordinance**
   All proposers must submit a completed Bidder Certification CEC Form 50 regarding the City’s Municipal Lobbying Ordinance to the awarding authority at the same time the response is submitted. SOQ/Proposals submitted without a completed CEC Form 50 shall be deemed non-responsive. (Appendix XVII)

18. **Municipal Campaign Finance Ordinance**
   All proposers must submit a CEC Form 55 regarding the City’s Municipal Campaign Finance Ordinance to the awarding authority at the same time the response is submitted. SOQ/proposals submitted without a completed CEC Form 55 shall be deemed non-responsive. (Appendix XVIII)

19. **Contractor Responsibility Ordinance and Questionnaire/Pledge of Compliance**
   The City requires that the Proposer is subject to the provisions of the Contractor Responsibility Ordinance, Section 10.40 et seq. of Article 14, Chapter 1 of Division 10 of the Los Angeles Administrative Code. By executing a contract with the City, the Contractor pledges to comply with all applicable federal, state, and local laws in performance of the contract. This Ordinance requires that all proposers complete and submit, with their response, the attached Form and/or Questionnaire. Failure to return the completed questionnaire may result in the proposer being deemed non-responsive. (Appendix XIX-XX)

20. **Contractor/Bidder History Form**
    Proposers shall complete and submit the attached Contractor/Bidder History Form. (Appendix XXI)

21. **City of Los Angeles Business Tax Registration Certificate**
    All contractors are required to submit one copy of their City of Los Angeles Business License, Tax Registration Certificate or Vendor Registration Number. To obtain a Business Tax Registration Certificate (BTRC) call (213) 473-5901 and pay the respective business taxes. The address is as follows: City of Los Angeles, City Hall, Room 101, Office of Finance, Tax and Permit Division, 200 North Spring Street, Los Angeles, CA 90012. For more details, visit [http://finance.lacity.org](http://finance.lacity.org).

22. **Proof of IRS Number (W-9)**
    All contractors are required to complete and submit proof of IRS Number (W-9) Form.

23. **Contractor Evaluation Ordinance - Personal Services Contracts**
    At the end of this contract, the City will conduct an evaluation of the Contractor's performance. The City may also conduct evaluations of the Contractor's performance during the term of the contract. As required by Section 10.39.2 of the Los Angeles Administrative Code, evaluations will be based on a number of criteria, including the quality of the work product or service performed, the timeliness of performance, the Contractor's compliance with budget requirements, and the expertise of personnel that the Contractor assigns to the contract. The Contractor will be provided with a copy of the final City evaluation and allowed 14 calendar days to respond.
days to respond. The City will use the final City evaluation, and any response from the Contractor, to evaluate SOQ/proposals and to conduct reference checks when awarding other personal services contracts.

End of Section III
LIST OF APPENDICES

I. Standard Provisions for City Personal Services Contracts
II. Insurance and Indemnification
III. Nondiscrimination, Equal Employment Practices, Affirmative Action Program (Non-Construction)
IV. Business Inclusion Outreach Program (BIP) and MBE/WBE/OBE Outreach
V. Living Wage Ordinance and Service Contract Worker Retention Ordinance
VI. Notice to Employees Working on City Contracts RE: Living Wage Ordinance and Prohibition Against Retaliation
VII. Equal Benefits Ordinance
VIII. Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions
IX. Certification Regarding Lobbying
X. Americans with Disabilities Act
XI. Child Support Assignment Orders
XII. City Resident Workforce Form
XIII. Statement of Independency
XIV. Affidavit of Non-Collusion
XV. Slavery Disclosure Ordinance
XVI. First Source Hiring Ordinance
XVII. Municipal Lobbying Ordinance
XVIII. Municipal Campaign Finance Ordinance
XIX. Contractor Responsibility Ordinance and Questionnaire
XX. Pledge of Compliance
XXI. Contractor/Bidder History Form