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WASTEWATER ENGINEERING SERVICES DIVISION
2714 MEDIA CENTER DRIVE
LOS ANGELES, CA 90065
FAX: (323) 342-6210
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September 27, 2018

To: 25 Pre-Qualified On-Call Contract Consultants of LA Sanitation

LA SANITATION ON-CALL CONSULTANT SERVICES CONTRACT ISSUANCE OF TOS SN-103, GRAPHIC DESIGN CONSULTANT

LA Sanitation (LASAN) is soliciting responses from 25 Prime Consultants on the On-Call List. Attached are details of the Task Order Solicitation (TOS) required services.

There is no pre-proposal meeting for this TOS. All questions regarding this TOS must be submitted in writing via e-mail to Ms. Elena Stern by Monday, October 1, 2018.

Due to urgent need of this TOS, the deadline to submit proposal is Thursday, October 11, 2018, before 2:00 P.M. If your firm is interested in this TOS, please submit proposal via e-mail on the indicated due date to the following LASAN staff:

- Elena Stern, elena.stern@lacity.org
- Thu-Van Ho, thu-van.ho@lacity.org

Thank you for your interest and we look forward to receiving your response to this TOS.

Sincerely,

Ali Poosti, Division Manager
Wastewater Engineering Services Division
LA Sanitation

TVH/AP:tvh



TOS SN-103

9/27/2018

Page 2 of 2

c: Elena Stern, PAO
Cyrus Gilani, WESD
Scott Hare, WESD
Thu-Van Ho, WESD

City of Los Angeles
Department of Public Works
Bureau of Sanitation (LASAN)

On-call Consultant Services Contract

Task Order Solicitation (TOS) SN-103 for Graphic Design Consultant

September 2018

1. Introduction

The Public Affairs Office (PAO) is seeking a Graphic Design Consultant to assist City staff in the coming six months in meeting expectations and deadlines of several high priority projects for the entire Department of Public Works (DPW). The work will include, for example, the Annual LASAN Calendar, the Department of Public Works Annual Report, an abundance of materials related to our annual Earth Day event, updated Water Reclamation Treatment Plant brochures, a 100-page hard cover LASAN history book, and requests from other bureaus within DPW.

The PAO needs immediate graphic design support in order to complete these projects with the quality and responsiveness that the Department has come to expect from PAO.

2. Scope of Services

The selected Graphic Design Consultant will support the City Graphic Designer II in completing critical design projects in the LASAN and other bureaus in the Department of Public Works. The services include but are not limited to:

- Develop the overall layout and production design for various applications such as advertisement, brochures, newsletters, and annual reports;
- Under the direction of the Public Information Director II and the Graphic Designer II, work on design projects that positively reflect the work of the department;
- Be creative in the application of design and effectively handle multiple tasks from multiple clients;
- Demonstrate experience in development of both print and digital design as well as comprehension of design principles within social media applications.

The work is within a six-month period, for 20 hours per week, and the consultant will work in the PAO office or Consultant's office as agreed to between both parties, PAO and Consultant.

3. **Term of Engagement and Cost Estimate**

The term of engagement is six months from the issuance date of NTP. The cost estimate for this TOS is \$68,250.

4. **Solicitation Schedule** (Tentative)

- Issue Task Order SolicitationDate of Cover Letter.
- Receive Solicitation Responses.....As indicated in Cover Letter.
- Conduct Interviews if necessary.....4 weeks after issuance of TOS.
- Select and Negotiate.....5 weeks after issuance of TOS.
- Issue Task Work Order.....6 weeks after issuance of TOS.

5. **Solicitation Response Requirements**

Solicitation Responses shall not exceed five (5) pages, exclusive of cover, dividers and resumes. Solicitation Responses shall be submitted to the following Bureau's staff via e-mail, no later than 2:00 pm of proposal due date indicated in cover letter:

- Elena Stern, elena.stern@lacity.org
- Thu-Van Ho, thu-van.ho@lacity.org

Solicitation Responses shall include:

- Resume demonstrating that the candidate is capable of meeting the requirements of the Scope of Work. Resume shall include work experience history with dates, and references from past employers, owners, and/or organizations.
- Provide a proposed individual cost breakdown by tasks.
- Provide a breakdown of estimated time for completion of task.
- Proposed Billing Salary Rate Summary for the proposed candidate with all respective direct and indirect costs, markups, expenses, overhead rates and profit. (See Attachment A).
- MBE/WBE/SBE/EBE/DVBE/OBE subcontractors utilized and the percent utilization. (See Attachment A)

Note: Department of Public Works only recognizes:

- MBE/WBE certifications certified by City of LA – Bureau of Contract Administration (LABCA), LA County Metropolitan Transportation Authority (MTA), CalTrans, The Southern California Minority Supplier Development Council (SCMSDC), or Women's Business Enterprise National Council (WBENC)-WEST; and any member of California Unified Certification Program (CUCP); and
- SBE/EBE/DVBE certifications certified by LABCA or State of California – Department of General Services (CA-DGS)

- A firm can only be a MBE or WBE (not both)
- A firm with multiple certifications is acceptable (i.e. a MBE/SBE/EBE/DVBE firm will fulfill 4 of 6 required categories)
- Provide a copy of valid MBE/WBE/SBE/EBE/DVBE Certifications of MBE/WBE/SBE/EBE/DVBE subcontractors utilized.
- Statement pertaining to the candidate's availability.

6. Selection Criteria

The selection team will evaluate the proposals with the following criteria:

- Capability, and experience in providing the Scope of Services as demonstrated by the proposal.
- The value offered to the City considering cost in comparison to capabilities and experience of the candidates.
- Experience in development of both print and digital design as well as comprehension of design principles within social media applications.

7. Suggested MBE/WBE/SBE/EBE/DVBE/OBE Participation Levels

The City had set anticipated participation levels (APLs) for sub-consultants as follows: 18% MBE, 4% WBE, 25% SBE, 8% EBE, and 3% DVBE. The City encourages the Primes to utilize these subconsultants wherever feasible, especially MBE/WBE subconsultants.

Note: Sub-consultants that are not listed on Schedule A in your contract cannot be added and/or utilized without the performance of the outreach and approval of the LASAN.

8. Task Order Manager

The City's On-Call Contract Manager is: Mr. Ali Poosti, Division Manager, Wastewater Engineering Services Division, (323) 342-6228.

The Task Manager for this designated TOS is: Ms. Elena Stern, Public Information Director II, PAO, (213) 978-0315.

9. Disclaimer

The City may or may not decide to award any or part of this task order based on its sole convenience and shall not be responsible for any solicitation response costs.

ATTACHMENT A

COST REIMBURSEMENT - BILLING SALARY RATE BASIS

Firm Name	Status	Last Name	First Name	Position	Raw Rate (\$/hr)	Approved Overhead Rate	Profit	Billing Rate (\$/hr)	Effective Date	Note
Prime Firm	Prime									
Prime Firm	Prime									
Prime Firm	Prime									
Subcontracting Firm Name 1	MBE/SBE/EBE									
Subcontracting Firm Name 2	WBE/SBE/EBE									
Subcontracting Firm Name 3	MBE/SBE									
Subcontracting Firm Name 4	WBE/SBE									
Subcontracting Firm Name 4	SBE/EBE/DVBE									
Subcontracting Firm Name 5	SBE/EBE									
Subcontracting Firm Name 6	OBE									

SUMMARY			
Firm Name	Status	Fee	%Fee
Prime			
Subcontracting Firm Name 1	MBE/SBE/EBE		
Subcontracting Firm Name 2	WBE/SBE/EBE		
Subcontracting Firm Name 3	MBE/SBE		
Subcontracting Firm Name 4	WBE/SBE		
Subcontracting Firm Name 4	SBE/EBE/DVBE		
Subcontracting Firm Name 5	SBE/EBE		
Subcontracting Firm Name 6	OBE		
Total Direct Labor Cost of the Prime			
Total Subcontract Expenses			
5% Administrative Fee (markup)			
Other Direct Costs (with no markup)			
Total Task Order Amount			

Total Subconsultant Participation

Pledged	MBE	WBE	SBE	EBE	DVBE	OBE
% of Total Task Order	%	%	%	%	%	%
\$ Amount	\$	\$	\$	\$	\$	\$