

REQUEST FOR PROPOSALS

CITY OF WEST HOLLYWOOD
ECONOMIC DEVELOPMENT DEPARTMENT

WINTER THEME LIGHTING FOR THE SANTA MONICA BOULEVARD MAINTENANCE DISTRICT



Date Released: February 27, 2019

Deadline to Apply: March 13, 2019



City of West Hollywood
California 1984

City of West Hollywood
Economic Development Department
weho.org/edd

Pictured: *Santa Monica Boulevard.*

A. PURPOSE AND INVITATION TO SUBMIT PROPOSALS

The City of West Hollywood through its Economic Development Department requests proposals from qualified firms to design, install, maintain, store, repair and remove winter-themed exterior lighting and décor for the Santa Monica Boulevard Maintenance District. If selected as the winning proposal, the selected proposer must be willing and able to commit to the following scope of work:

- Non-denominational lighting theme.
- Lighting for 110 (one hundred ten) LED palm tree trunks of the within the medians along Santa Monica Boulevard between La Brea Avenue and Doheny Drive. (Approx. 1500 strands)
- 225 (two hundred twenty five) LED pole mounted winter themed lighting or décor along the entire length of Santa Monica Boulevard between La Brea Avenue and Doheny Drive. Decorations may be attached to the street light poles or pedestrian lighting.
- All lighting and décor should be properly secured and placed to withstand weather considerations and maximize safety of the public. All materials and construction used shall be high quality, heavy duty, outdoor commercial grade, and must conform with the current safety code of the California Division of Industrial Safety and OSHA requirements when applicable.
- Each year, following removal of the decorations, replace any broken or otherwise malfunctioning TAP devices.

A previous production schedule for the winter theme lighting project for 2018-2019 is listed below. This schedule is given as an example of the timeline for such a project. Tasks and actual dates will be agreed to between the selected PROPOSER and the CITY thirty (30) days or more prior to the initial date of the project.

Task	Approximate Dates
Lighting Installation	November 14 - 21, 2018
Lighting in Operation	November 21, 2018 – January 2, 2019
Take-down and Removal	January 2 – 9, 2019

B. BACKGROUND

In 1998, the City Council of the City of West Hollywood, in compliance with the requirements of the Landscaping and Lighting Act of 1972, formed an assessment district to fund certain improvements of benefit to the properties along Santa Monica Boulevard. This district is known as the Santa Monica Boulevard Maintenance District.

West Hollywood's winter themed lighting program is funded entirely from the Santa Monica Boulevard Maintenance District (District) assessments. Funds collected from the District must be used for the purposes outlined in the approved engineers report, i.e. holiday lighting and street cleaning/furniture maintenance.

The selected retained service provider shall be able to provide technical assistance and know how on best practices related to winter themed decoration installation and maintenance following industry's best practices.

The City will enter into a contract with the selected contractor on behalf of the District.

Existing Challenges:

- Mature trees line Santa Monica Boulevard covering most of the existing pole mount decorations.
- Property owners along the entire length of Santa Monica Boulevard contribute equally to the District and decorations must exist throughout the entire length of the District.
- Overnight lane closures and installation work may only occur Sunday – Wednesday evenings along Santa Monica Boulevard.
- The Santa Monica Boulevard Maintenance District is renewed annually in June for a one year term. While it is anticipated this contract will be for a three year term, lease options for decorations will be considered rather than purchase or lease-to-own.
- If proposed, aspects of the program may require coordination and approval from private property owners to utilize private property for the installation of the winter themed décor elements. Selected contractor shall assist the City in obtaining approvals including from private property owners.

C. ELIGIBILITY

Qualified firms must have at least 5 continuous years of professional experience and experience in the relevant requirements contained herein. The firm must also have the staffing resources to provide the services required for the general scope of work outlined in the proposal. Prior experience working and coordinating with a municipality or public agency is required.

D. BUDGET

Proposals should include a competitive bid for the anticipated scope of work not to exceed \$178,238 annually. This budget is a "not-to-exceed", nothing herein guarantees that the total compensation amount will be reached. This budget will fluctuate yearly due to changes related to the Consumer Price Index. Each year during the three years of the awarded contract, the budget will be updated and new budget information will be presented to the selected Contractor.

E. DEADLINE

Proposals should be received no later than **4:00 PM on Wednesday, March 13, 2019.**

F. SCOPE OF WORK

The selected Contractor will:

1. Coordinate Installation, Maintenance, and Removal of Decorations with City Staff

The Contractor will coordinate all work with City staff to ensure that they are in possession of all required City permits prior to commencing work. There shall be no fee for the issuance of permits as this is a City funded project. Contractor shall adhere to all requirements as outlined in the permit.

2. Create Winter Themed Exterior Lighting and Décor Plan

The City will enter into a lease with the Contractor for decorations. The Contractor will present new options for non-denominational LED exterior lighting for the district each year at District renewal in May/June. The Contractor may elect to incorporate City-owned decorations into the Décor Plan.

3. Provide all Labor And Materials

The Contractor will provide all labor and materials for pole mount installation, removal, and storage of all decorations, regardless of whether they are City-owned or leased. Contractor will also provide all labor and materials for the installation, removal, and storage of the one hundred ten (110) palm tree median lighting multistrands (LED) (Approx. 1500 Strands)

a. On Subcontracting

City staff must approve your hiring of any qualified subcontractors to perform the work in this RFP.

4. **Perform Maintenance (as needed)**

Contractor shall provide all labor and materials to ensure that all decorations are in full working order at the time of installation. Repairs shall include, but may not be limited to: repair or replacement of mini-lights and fluorescent star lights.

As deemed appropriate by the City, contractor shall work with Southern California Edison to identify and resolve any problems that may arise in providing power to the decorations.

Contractor will make service calls from reported outages within 24-hours of contact. Contractor will inspect the approximate 220 pole mount decoration and the 110 mini light wrapped palms at least 2 times a week during the time period in which the lights are installed.

The Contractor will also replace all broken or otherwise malfunctioning TAP devices at decoration removal.

5. **Agree to Special Payment Terms**

The Contractor will be paid 50% of contract amount upon satisfactory execution of the contract and submission of invoice to the City. The additional 50% shall be paid upon completion of de-installation of the lights and submission of invoice to the City. The Contractor shall be paid within forty-five (45) days of presentation of an invoice to the City for services performed to the City's satisfaction.

6. **Maintain Insurance**

The Contractor shall maintain all required insurance as presented in the sample contract attached to this RFP.

G. PROPOSAL REQUIREMENTS

Proposals should be submitted no later than 4:00 PM on Wednesday, March 13, 2019. Incomplete and/or late proposals will not be considered. Please read all of the information listed carefully.

Interested parties should submit their complete proposal packages through the following online application: <https://www.planetbids.com/portal/portal.cfm?CompanyID=22761>

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point. Inclusion of unnecessary or general promotional materials is discouraged.

1. Proposal Letter

The proposal letter included herein as ATTACHMENT B to this RFP must be signed by a person or persons authorized to legally bind the proposer to enter into the contract.

2. Consultant Identification

- a. Provide a brief profile of the firm, such as: the firm’s principal place of business; the year founded; location of offices; number of employees; and name and telephone number of the contact person. Also include a brief narrative description of the individual or firm and general qualifications. (1-page maximum)
- b. Provide a general description of the firm’s financial condition and identify any conditions (i.e. bankruptcy, pending litigation, planned office closures, impending merger) that may impede with the Proposer’s ability to complete the work.
- c. Provide the names of principals that will perform the services and their resumes. Describe the firm’s experience in providing similar work and highlight the participation in such work by the proposed principles for this RFP. (4-page maximum, per principal)
- d. Identify subcontractors, by company name, address, contact person, telephone number, and their function in relation to the work under this RFP (if applicable).

3. Project Understanding

Briefly respond how the individual or firm will address the above Scope of Work. (1-page maximum)

4. Related Project Information / References

List at least three (3) comparable projects completed for municipalities or other public agencies within the past five years and that best represent your experience listed under the scope of services. Include specific project name and location, client name/organization and contact person together with title, telephone number and email.

5. Sub-Contractors

If it is known that subcontractors will be hired to perform any part of the work for this project, include their names, contact information, and a resume and/or list of past projects for each subcontractor listed. (4-page maximum, per subcontractor listed).

6. Fee Proposal

- a. The PROPOSER shall provide a break-down of anticipated costs including design, installation, maintenance, storage, repair and removal of winter-themed exterior lighting and décor for the Santa Monica Boulevard. PROPOSERS shall provide a cost break-down for: Winter themed décor on an annual lease basis for the 225 pole mounted decorations, and, 110 LED palm tree median lighting multistrands (approximately 1500 strands).
- b. The PROPOSER shall include photos and/or diagrams of proposed design installations along Santa Monica Boulevard. Photoshop renderings utilizing the existing landscape are encouraged however not required.
- c. The fee proposal must apply over the entire term of the contract, for a total of three (3) years.

H. SELECTION PROCESS

Responses to the Request for Proposals will be evaluated and ranked according to the following criteria:

- 20% Experience in working with municipalities and/or public agencies with work similar in nature and/or related to the work described in the Scope of Services
Strength and stability of the firm; logic of project organization; adequacy of labor commitment.
References from at least three (3) agencies municipalities or other public agencies within the past five years.
- 10% Qualification of Personnel
- 35% Depth of Proposer's understanding of the General Scope of Services, City's requirements, and overall quality of the proposal.
Thematic consistency and continuity, creativity of design, appropriateness of design to the community, and clarity and completeness in details shows in provided diagrams and pictures.
- 35% Cost and reasonableness of the total price

It is the City's intention that within three weeks following the deadline of the request for proposals, notification will be given to each respondent as to the status of their proposal. Following review of the proposals, the City may elect to interview some or all of the respondents, or may otherwise seek clarification of the materials submitted. The interview will be for the purpose of presenting the team, discussion of the scope of work, and review of factors considered in the preparation of the proposal. The proposer may also provide clarification of submitted materials.

I. ATTACHMENTS

1. Attachment A – Copy of Contract Template

A copy of the City's Contract Template is attached as ATTACHMENT A. The selected firm is expected to adhere to all obligations therein and provide the required insurance documents listed in this standard contract template. Exhibit A of ATTACHMENT A will be modified when the contract is awarded to align with the proposal from the selected vendor.

2. Attachment B – Proposal Letter – INCLUDE WITH YOUR ELECTRONIC SUBMISSION

The proposal letter included herein as ATTACHMENT B to this RFP must be signed by a person or persons authorized to legally bind the proposer to enter into the contract.

3. Attachment C – Santa Monica Boulevard Maintenance District Boundaries (All Zones)

A copy of the Boundaries of the Santa Monica Boulevard Maintenance District is attached as ATTACHMENT C. The Boundaries indicate the area along Santa Monica Boulevard in which the lighting decorations will be installed.

4. Attachment D – Existing Winter Themed Décor Owned by the City of West Hollywood

Photographs of the currently existing pole mount design décor owned by the City of West Hollywood are attached as ATTACHMENT D.

J. QUESTIONS

For all questions related to this Request for Proposals please contact Maribel Louie, Director of Economic Development, 323-848-6303, mlouie@weho.org

K. ACCEPTANCE OR REJECTION OF PROPOSALS

The City reserves the right to reject any and all proposals when such rejection is in the best interest of the City or the proposal contains irregularities. Minor irregularities of the proposal may be waived by the City. The City also reserves the right to cancel this RFP at any time

and/or to solicit and re-advertise for other proposals. The cost of preparing any responses to the RFP shall be borne by the respondents and shall not be reimbursed by the City.

At the sole judgment of the City, any proposals are subject to disqualifications on the basis of a conflict of interest. Identify any person associated with the firm that has a potential conflict of interest. The City may not contract with a proposer if the proposer, or an employee, officer or director of the proposer's firm, or any immediate family member of the preceding, has served as an elected official, employee, board member or commissioner who influences decision making.