

**CITY OF LOS ANGELES
ENVIRONMENTAL AFFAIRS DEPARTMENT**

REQUEST FOR PROPOSALS (RFP)

Los Angeles Green Business Certification Program: “Green Business LA”

EnvironmentLA, the Environmental Affairs Department of the City of Los Angeles, requests Proposals from qualified bidders for the purposes stated below according to the terms and conditions contained herein.

SUBMITTAL DATE AND LOCATION

The final date to submit your Proposal is **April 30, 2009 at 3:00 p.m.** Submissions after that date and time shall be declared non-responsive and shall be rejected. One original and three copies of the Proposal must be submitted. Proposals should be submitted to the following address:

**City of Los Angeles
Environmental Affairs Department: “EnvironmentLA”
200 N. Spring Street, Room 1905
Mail Stop 177
Los Angeles, CA 90012
Attention: Karin R. Christie, Director
Sustainability Programs Division**

A MANDATORY Pre-Proposal Conference will be held on April 9, 2009 at 2:00 p.m. at 200 N. Spring Street, Room 1060.

Table of Contents

This RFP is organized in the following sections:

Section I	Introduction
Section II	General Information
Section III	General Terms and Conditions
Section IV	Estimated Scope of Work
Section V	Content of Proposal
Section VI	Specific Terms and Conditions
Section VII	Evaluation Criteria

SECTION I. INTRODUCTION

The Environmental Affairs Department (EAD) is the chief advisor to the City of Los Angeles (City) Mayor and Council on environmental issues and is developing sustainability plans and practices for City operations and the region as a whole. Enhancement and support of environmentally-preferred or “green” business operations is an important part of Los Angeles sustainability.

In accordance with Mayoral and City Council directives, and specifically Council Motions introduced by Councilmember Alarcón (Council File Nos. 07-0970 and 07-0970-S1), the EAD has investigated the feasibility of a Green Business Certification Program for the City of Los Angeles and has worked with local stakeholders to determine what components are required for a successful program. The EAD, on behalf of the City, is seeking proposals from qualified bidders to develop and initiate implementation of such a program.

The services will be provided under a personal service contract with the City that is expected to begin in June 2009 and complete the scope of work by December 2009. The contract term will be for a minimum of (1) year.

It is anticipated that the total value of this award may be up to \$150,000, subject to the availability of funding. Although a “team” approach through one contract is preferred, the City may award multiple contracts and/or multiple year contracts, and all funds awarded may not be expended, depending on actual work performed. Availability of additional funding may extend the contract up to and additional two years.

Specific services required are described in **Section IV, Estimated Scope of Work.**

SECTION II. GENERAL INFORMATION

The EAD will be responsible for administering all City contracts associated with this RFP.

Any revision made to an issued RFP shall be sent to all parties known to have received a copy of the original RFP.

The City of Los Angeles requires that all submitted Proposals adhere to the following guidelines:

1. All numerical data must be in the dollar-foot-pound-seconds units of measurement.
2. Proposals should be prepared simply and economically, avoiding the use of unnecessary promotional materials.
3. Proposals should not exceed ten (10) pages in length (excluding staff resumes and required forms and appendices.)

4. Proposals must be submitted in the following format: on recycled paper, stapled not bound, double-sided, black and white print, no three ring spiral or plastic binders, no card stock or colored paper, and should include one original and three copies. None of these materials will be returned to consultants.
5. Proposals must be enclosed in a single, sealed package plainly marked with the words "Proposal for Los Angeles Green Business Certification Program: "Green Business LA"
6. Proposals shall be made as firm offers for a set period of time following the deadline for submittal. It is the City's intent to award a contract, in a form approved by the City Attorney, to the selected Consultant(s). The RFP and the consultant's Proposal or any part thereof may be incorporated into and made a part of the contract.

The City of Los Angeles shall accept no responsibility for the cost of preparing any Proposal.

SECTION III. GENERAL TERMS AND CONDITIONS

Right to Reject Proposals

The City of Los Angeles reserves the right to reject all Proposals. The City shall reserve the right to withdraw the RFP, to extend the deadline for submittal of Proposals, to reject any Proposal for noncompliance with RFP provisions, or not to award a contract at any time because of unforeseen circumstances or if it is determined to be in the best interests of the City.

Disposition of Proposals

All Proposals submitted in response to this RFP shall become the property of the City of Los Angeles and a matter of public record. Organizations shall identify all copyrighted material, trade secrets, or other proprietary information that the Organizations claim is exempt from the California Public Records Act (California Code Sections 6250 et seq.). In the event an Organization claims such an exemption; the Organization must state that:

"The organization will indemnify the City and hold it harmless from any claim or liability and defend any action brought against the City for its refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request therefor."

Failure to include such a statement shall constitute a waiver of the organization's right to exemption from disclosure.

SECTION IV. ESTIMATED SCOPE OF WORK

Bidders are encouraged to partner with one or more organizations that have expertise in one or more of the listed activities below to submit a successful bid. A successful proposal shall include, as a minimum but not limited to, the following elements listed in the table below in their City of Los Angeles Certified Green Business Program Plan. The successful bidder will work closely with the Environmental Affairs Department's Sustainability Programs Division staff during the development and implementation of all phases of the program.

Activity/Projects – Continuous throughout the Year

Green Business Program Development

- Provide a roadmap to create and launch the City of Los Angeles Green Business Program, similar to programs in Northern California, with an emphasis of “beyond compliance”
- Provide a detailed comparison of the cost-effectiveness of other business certification programs in the State, including an analysis of the most cost-effective strategy for the City of Los Angeles program.
- Demonstrate an ability to begin certifying Green Businesses within six months of signing the contract
- Proposed program needs to coordinate with the Los Angeles Green Lodging Program (Green Seal/LA Inc.)
- Promote program participation to small to medium sized businesses in targeted business sectors (restaurants, retail/office, auto repair shops) including hotel/lodging industry, as well as Los Angeles businesses in general
- Develop and provide marketing and outreach strategies and materials for the program including a program logo
- Develop and recommend incentives for green business participants, such as, but not limited to, subsidies, rebates, and other recognition
- Work with local business groups, utilities, agencies & service districts to promote green business program to targeted business sectors
- Provide technical assistance to businesses on checklist items where needed
- Develop and review periodically industry specific checklists and program standards for targeted businesses sectors and additional business sectors as needed
- Provide site verification of checklists provided by green business applicants
- Develop metrics for site assessment and follow-up to show cost savings and greenhouse gas emissions reduction and other environmental impacts to targeted business sectors
- Collect regulatory compliance information (permit #s, business declaration of compliance) to provide to the Environmental Affairs Department, for verification of regulatory compliance

General Business Outreach

- Develop and update Web site to include newly certified businesses and new industry outreach
- Place ads in local newspapers, Chamber of Commerce newsletters and other business oriented media
- Prepare and distribute quarterly Business Updates
- Promote information sharing among certified green businesses and candidates
- Collaborate on business & public promotions with City government and Chambers of Commerce
- Participate in other business networking activities, including nonprofit, business, industry associations, utility events

Public Promotions

- Update web site with new green business info and make listings more easily accessible by business type
- Maintain & distribute printed directory of City of Los Angeles Certified Green Businesses
- Work with media on Green Business features
- Participate in regional public promotions & carry out local promotions
- Participate in Earth Week and other public events in the City of Los Angeles

Secure Partner / Funding Commitments

- Develop partnerships including Memorandums of Understanding (MOUs) with other City and regulatory agencies and community and non-profit organizations. Prepare, plan, and hold meeting(s) with partners when necessary for verification of compliance and for developing incentives for the program
- Continue to implement planning process agreements/decisions
- Identify resources and strategies for prioritizing applicants and reducing backlog.
- Work on greenhouse gas emissions and cost savings metrics and other information gathering in consultation with the Environmental Affairs Department staff and California Green Business Network
- Certify interested government/utility partner operations
- Secure funding or grants from partner agencies and other organizations/agencies
- Coordinate outreach with the Environmental Affairs Department and local partners and support/supplement local efforts
- Send Quarterly Updates to the Environmental Affairs Department and partners
- Partner with local colleges/universities to provide training and/or business courses to students/site verifiers/assessors and current business owners/operators on green business program standards and best management practices
- Outreach to managers/decision makers in partner/potential partner agencies
- Recognize/Promote sponsors' involvement
- Apply for appropriate local, state & federal grants
- Support City Council & Board resolutions recognizing Green Businesses

Participate in State Program

- Assist with developing and begin implementing a new data tracking system to be used statewide through the California Green Business Network (CAGBN)
- Share information with established and new Green Business Programs (Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, Sonoma, Solano, San Mateo, Santa Cruz-Monterey, San Diego, Santa Monica, Santa Barbara, and other municipalities interested in participating or launching a Green Business Program)
- Coordinate with other 'green' and 'sustainable' business certification, accreditation or rating programs

Promote Green Business Program to New Industries

- Identify new industries of common interest to partners in the City of Los Angeles & the region
- Participate in new standards development with other local Green Business Programs in state when possible

Miscellaneous

- Other related tasks as agreed to by the Environmental Affairs Department and the contractor

Work on these tasks should begin when the successful Contractor receives a notice to proceed from the City of Los Angeles' contracting officer. Final development and initiation of implementation of the Los Angeles Green Business Certification Program must be completed by December 31, 2009.

The EAD may decide to extend this contract at a future date to include additional funds to support continued implementation and expansion of the program.

SECTION V. CONTENT OF PROPOSALS

Organizations must demonstrate their capability to fulfill the work to be contracted, provide all information required and adhere to the format requirements.

Failure to comply with the requirements set forth in this RFP may cause a proposal to be disqualified. If the Organization(s) wishes to present qualifications in addition to the required items, such information should be presented under the heading "Additional Qualifications We Wish To Present." The Organization(s) that does not wish to present such information should state: "There are no additional qualifications we wish to present."

Responses to the RFP must be made in accordance with the format set forth in the RFP. Failure to meet this requirement may be cause for rejection of the Proposal as non-responsive. Organizations should follow the format provided below.

1. Cover Letter

The Organization(s) will submit a one-page letter of introduction, which must include the name, address, and telephone number of the person who will be authorized to represent the Organization(s). An officer authorized to bind the Organization(s) to all commitments made in the Proposal must sign each proposal on behalf of the Organization(s). The letter must also include the following declaration:

"This Proposal is genuine, and not a sham or collusive, nor made in the interest or in behalf of any person not herein named; the Organization(s) has not directly or indirectly induced or solicited any other Organization(s) to put in a sham bid, or any other person, firm or corporation to refrain from submitting a Proposal; and the Organization(s) has not in any manner sought by collusion to secure for himself an advantage over any other Organization(s)."

2. Table of Contents

A table of contents must be included identifying the contents of the PROPOSAL by section and sequential page number.

3. Previous Experience (Section 1 of PROPOSAL)

An up-to-date listing of relevant previous experience including a detailed statement of the Organization's area(s) of expertise and specialization related to the areas detailed in the estimated Scope of Work.

4. Project Description (Section 2 of PROPOSAL)

The Proposal must describe the methods that will be utilized to develop and implement all required components of the Green Business Certification Program.

5. Assigned Personnel (Section 3 of PROPOSAL)

Proposals must include the names of the key personnel, whom the Organization(s) employs or plans to employ or hire through subcontract, to perform the requested services. For each person listed, the following information should be provided:

- Description of the type work he or she will perform as it relates to the Scope of Work
- Availability of the person to work on tasks related to the project
- Relevant work experience in years and level of responsibility

Proposals must also include an organization chart depicting the lines of authority, the project team, the relationships of the organizational units and the names of the key personnel who will be doing the work. The project manager must be clearly identified. The City must approve in advance any changes in project team members or levels of commitment to the project. The City will reserve the right to have the consultant(s) replace any project team personnel. Full-length resumes should be included only in the appendices.

6. References (Section 4 of PROPOSAL)

Organization(s) must submit a listing of organizations for which similar services have been provided, including, but not limited to, business training and education, technical assistance, and program marketing. Three (3) to five (5) references should be provided for each organization and subcontractor, if possible.

7. Project Cost (Section 5 of PROPOSAL)

Organization(s) must specify hourly labor rates* for all assigned personnel. Billable expenses include labor, travel, and other justifiable expenses directly attributable to work detailed in the contract Statement of Work. Travel and other justifiable expenses shall be billed at cost. All expenditures must comply with all requirements of the City of Los Angeles. All expenses will be subject to audit. Organization(s) shall provide adequate documentation on the financial status of their firm, which will permit the City to evaluate the organization's ability to complete the work.

** Please note that proposed changes to contracted hourly rates must be submitted to EAD for approval prior to submitting invoices for the new rate. Hourly rate changes will be limited to a cost-of-living adjustment not to exceed the Consumer Price Index for the applicable period.*

8. Contract Requirements (Section 6 of PROPOSAL)

Contract requirements of the City of Los Angeles require all consultants to comply with the provisions set forth in **Section VI, Specific Terms and Conditions** and to provide all necessary documentation.

9. Appendices (Section 7 of PROPOSAL)

Consultant(s) may include any information deemed appropriate, such as resumes of staff involved in the project. Please limit to information relevant to the estimated scope of work.

SECTION VI. Specific Terms and Conditions

1. **Standard Provisions for City Contracts - Attachment 1**

All contracts entered into as a result of this RFP are subject to the Standard Provisions for City Contracts. **Non-compliance with any of the standard provision requirements will render the Proposal non-responsive.**

a. **Nondiscrimination and Affirmative Action - Attachment 2 (A1-A7)**

To be submitted with PROPOSAL.

Proposers with a current Affirmative Action Plan approved by the Office of Contract Compliance on file may indicate the date of approval in lieu of submitting the required documents.

b. **Business Tax Registration Certificate (BTRC)**

Any person, other than a municipal employee, who conducts business within the City of Los Angeles, is required to obtain a BTRC from the Office of

Finance at (213) 626-9271 and pay respective business taxes. The contractor will not be paid until a City BTRC number has been obtained.

c. Insurance – Attachment 1, Exhibit 1

As specified on the Insurance Requirements Sheet.

d. Living Wage Ordinance

As required by Section 10.37 of the Los Angeles Administrative Code.

e. Contractor Responsibility Ordinance – Attachment 3

As required by Section 10.40.2 of the Los Angeles Administrative Code.

1. Responsibility Questionnaire

To be submitted with PROPOSAL.

f. Minority/ Women/ Other Business Enterprises Subcontractor Outreach-Attachment “GFE”

It is the policy of the City of Los Angeles to provide Minority-owned Business Enterprises (MBE's), Women-owned Business Enterprises (WBE's) and all Other Business Enterprises (OBE's) an equal opportunity to participate in the performance of all City contracts. Proposers shall assist the City in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBE's, WBE's, and OBE's have an equal opportunity to compete for and participate in City contracts.

The proposer shall make a good faith effort to obtain participation by MBE's, WBE's and OBE's who could reasonably be expected for a project such as this. For this project it is anticipated the level of participation to be 13% for MBE, 7% for WBE, and 2% for OBE.

1. Good Faith Effort Documentation (GFE)

To be submitted with PROPOSAL.

g. Equal Benefits Ordinance (EBO) – Attachment 4

As required by Section 10.8.2.1 of the Los Angeles Administrative Code.

1. Certification of Compliance with EBO

or

2. Reasonable Measures Application for EBO

or

3. Provisional Compliance with EBO

To be submitted with PROPOSAL.

2. Child Care Policy – Attachment 5

It is the policy of the City of Los Angeles to encourage businesses to adopt childcare policies and practices. Consistent with this policy, Organization(s) shall complete and submit the attached "Child Care Declaration Statement" with their PROPOSAL. To the extent allowed by law, Organization(s) with stated childcare policies shall receive preference in contracting with the City.

3. Bidder Certification CEC Form 50 – Attachment 6

As required by Section 48.09 of the Los Angeles Municipal Code.

4. Headquarters Address and Workforce Residency Information

To comply with the requirements of a City Council motion (CF92-0021), Organizations shall include with their PROPOSAL a statement indicating their headquarters address as well as the percentage of their workforce residing in the City of Los Angeles.

5. Prior City Contracts

On July 21, 1998, the City Council adopted a resolution (CF98-1331) requiring firms responding to bids, RFP's, and RFQ's to submit a list of City contracts held within the last ten years in the response packages on all bids and proposals. Accordingly, organizations shall complete and submit such a list with their PROPOSAL.

6. Contractor Evaluation Program

At the end of this proposed contract, the City will conduct an evaluation of the Contractors' performance. The City may also conduct evaluations of the Contractors' 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 services performed, the timeliness of the performance, the Contractors' compliance with budget requirements, and the expertise of personnel that the Contractor(s) assigns to the contract. The Contractor(s) will be provided with a copy of the final City evaluation and allowed up to 14 calendar days to respond. The City will use the final City evaluation, and any response from the Contractor(s), to evaluate proposals and to conduct reference checks when awarding other personal services contracts.

7. Slavery Disclosure Ordinance

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

SECTION VII. EVALUATION CRITERIA

Managers and/or representatives identified by the EAD will review all submitted Proposals in a two-stage process.

1. All Proposals will be screened and determined to be Qualified or Not Qualified based on all of the following minimum requirements:
 - Demonstrated experience in all required components of the Green Business Certification Program.
 - Demonstrated ability to carry out the proposed project with the designated time period.
 - Availability and responsiveness to the needs of the EAD; and
 - Level and quality of effort per rate (competitive pricing in relation to other proposals received).
2. All consultants with Proposals determined to be Qualified will be interviewed, either in person or via conference call, to evaluate their qualifications and demonstrated level of technical expertise. Final selection will be based 50% on written submittals and 50% on the interview ratings.

Responses to this RFP must be submitted by 3:00 p.m. on Thursday, April 30, 2009. No late Proposals will be accepted.

Questions regarding this RFP or the City's RFP and Proposal review process shall be directed to:

Karin R. Christie, Sustainability Programs Division Director
City of Los Angeles Environmental Affairs Department
200 N. Spring Street, Room 1905
Los Angeles, CA 90012
Telephone: (213) 978-0875
Email: karin.christie@lacity.org