

REPORT OF GENERAL MANAGER

NO. 09-088

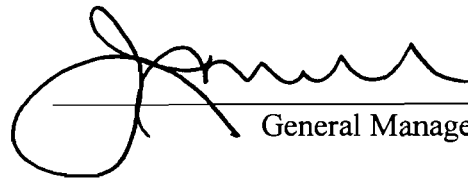
DATE April 15, 2009

C.D. All

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AS-NEEDED FILM PRODUCTION INSTRUCTION SERVICES - REQUEST FOR PROPOSALS (RFP)

R. Adams _____	J. Kolb _____
H. Fujita _____	*F. Mok <u>Sm</u>
S. Huntley _____	K. Regan _____
V. Israel _____	M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

APR 15 2009

RECOMMENDATION:

That the Board:

1. Approve the Request for Proposals (RFP) for Film Production Instruction, substantially in the form on file in the Board office, subject to review and approval of the City Attorney as to form;
2. Direct the Board Secretary to transmit the RFP to the City Attorney for approval as to form; and,
3. Authorize staff to advertise the RFP and conduct the RFP process, subsequent to City Attorney review and approval of the RFP as to form.

SUMMARY:

The Department of Recreation and Parks is seeking a qualified contractor to provide professional film production instruction services to participants in the Department's Clean and Safe Spaces (CLASS Parks) Program through the Youth Employment Internship Program (YEIP). YEIP is an integral part of the CLASS Parks Program, providing job and life skills training for at-risk youth ages 13 – 18. YEIP activities have been funded over the past seven years through State Assembly Bill 1913 and the Juvenile Justice Crime Prevention Act (JJCPA) of 2000, which are allocated to the Department by the Los Angeles County Probation Department under the provisions of a Memorandum of Understanding (MOU).

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On July 23, 2008, the Board approved an RFP for As-Needed Film Production Instruction Services (Board Report No. 08-222). Because of another RFP that was released, where three of the four proposals submitted were found to be non-responsive, staff decided to review this RFP for As-Needed Film Production Instruction Services and found that it was in the best interest to all parties to modify this previous RFP in order to increase clarity on the compliance and submittal items proposers were to submit in response to the RFP. Staff also found it was necessary to revise the evaluation weight and scoring for the Level II Review.

Staff has developed and is now ready to release, at the direction of the Board, an RFP that will be advertised in several periodicals; available on the Department's website; posted on the Los Angeles Business Assistance Virtual Network (BAVN). In addition, a letter inviting bids will also be mailed to interested parties from a mailing list maintained by the Department.

A conference will be held approximately one month after the release of the RFP in order to provide potential proposers with a review of the submittal documents, compliance documents, and requirements for the Good Faith Effort Subcontractor Outreach as required by Executive Directive No. 2001-26, Riordan Series and the Board's policy (Board Report No. 177-89).

Evaluation Process

Proposals submitted in response to the RFP will be evaluated in two Levels. Level I will be a check and review by staff for required compliance and submittal documents, and Level II will be a comprehensive evaluation of the proposals by a panel of Department employees. Proposers must successfully pass Level I to proceed to Level II.

RFP Evaluation Criteria Areas

For the purpose of the evaluation, the responsive proposals to Level I will be evaluated on the following criteria:

- 1) Experience and Qualifications (50%);
- 2) Proposed Price List for Services and Materials (50%).

The selected proposer will be recommended for a one (1) year contract in an amount not to exceed \$100,000; with two (2) one year options to renew, at the General Manager's sole discretion, with a total contract ceiling not to exceed \$300,000. The contract amount is an estimate, and the Department does not guarantee that the contract maximum amount will be reached. The services that the Department is requesting shall be on an as-needed basis; the Department, in entering into an agreement, guarantees no minimum amount of business or compensation. The contract awarded through this RFP shall be subject to funding availability and early termination by Department, as provided in the Standard Provisions for City Contracts.

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FISCAL IMPACT STATEMENT:

Releasing the Request for Proposals has no impact on the Department's General Fund.

This report was prepared by Raymond Chang, Senior Management Analyst I, Finance Division, Administrative Resources Section, Service Contracts Group.