



City of Los Angeles
DEPARTMENT OF RECREATION AND PARKS

Request for Proposals

For the Management and Operation of the

JOY PICUS CHILD CARE CENTER

Located Within
City Hall South
111 East First Street
Los Angeles, CA 90012

Release Date:	September 11, 2014
Pre-Proposal Conference:	October 7, 2014 (see page 9)
Proposal Due Date:	November 4, 2014 (see page 8)
Deliver To:	Department of Recreation and Parks Office of the Board of Commissioners Attention: Board Secretary 221 North Figueroa Street Suite 1510 Los Angeles, CA 90012

TABLE OF CONTENTS
MANAGEMENT AND OPERATION OF THE
JOY PICUS CHILD CARE CENTER
REQUEST FOR PROPOSAL

I.	Introduction.....	1
II.	Objective of the Request for Proposals.....	1
III.	Description of the Joy Picus Child Care Center	2
IV.	Minimum Acceptable Qualifications.....	2
V.	City Philosophy on Child Care	3
VI.	City Provided Services and Equipment	3
VII.	Instructions to Proposers.....	4
	A. Submitting a Written Proposal.....	4
	B. Submitted Proposals.....	5
	C. Proposal Submittal Information.....	8
	D. Document Check.....	10
VIII.	Proposal Items and Contractual and Operating Responsibilities.....	11
	A. Proposal Items.....	11
	1. Executive Summary.....	11
	2. Background and Experience	12
	3. Proposed Operating Budget.....	13
	4. Proposed Client Fee Schedule	14
	5. Proposed Child Care Center Plan	14
	B. Contractual and Operating Responsibilities.....	17
IX.	Evaluation and Award.....	17
	A. Evaluation Process	17
	B. Evaluation and Recommendation	18
	C. Award.....	18
	D. Contractual Arrangements	18
	E. Verification of Information.....	19
	F. Cost of Preparation	19
	G. City’s Right to Reject Proposals and to Waive Informalities	19
X.	Exhibits (Listing)	19

**REQUEST FOR PROPOSALS
FOR THE MANAGEMENT AND OPERATION OF THE
JOY PICUS CHILD CARE CENTER**

I. INTRODUCTION

The City of Los Angeles (hereinafter “City”) Department of Recreation and Parks (hereinafter “RAP”) is pleased to offer an exciting opportunity for a well-qualified and experienced child care business entity to manage and operate the Joy Picus Child Care Center (hereinafter “Center”) located within City Hall South, 111 First Street, Los Angeles, CA 90012.

The Center provides child care for infants, toddlers and preschoolers primarily to children of City employees. The Center’s normal days and hours of operation are 6:30 am to 6:00 pm; Monday through Friday (excluding City holidays).

The proposing individual or company shall demonstrate the ability to perform this type of business, clearly articulate achievable plans for the Center’s management and operation, and document compliance with appropriate laws and regulations.

The selected proposer (hereinafter “Contractor”) shall demonstrate the ability to implement a licensed child care center operation to meet or exceed the City’s objectives, maintain and build relationships with the consumer-parents and City personnel, as well as promote the Center to maximize enrollment.

The City’s goals for the proposed contract resulting from this Request for Proposals (hereinafter “RFP”) are to ensure that the Contractor: (1) manages and operates a child care center that ensures a safe, caring, nurturing, and consistent environment for enrolled participants; and, 2) provides the consumer-parent with the best and most satisfactory child care service.

II. OBJECTIVE OF THE REQUEST FOR PROPOSALS

The objective of this RFP is to award a five (5) year contract, with one (1) five-year renewal option, exercisable at the mutual consent of the Board of Recreation and Park Commissioners (hereinafter “Board”) and the selected Contractor, subject to the approval of the Mayor and City Council, to a responsible operator who will accomplish the following:

- Maintain a high-quality child care, development, and educational center;
- Obtain and maintain all necessary certifications, licenses and permits;
- Provide a safe, caring, nurturing and consistent environment for enrolled participants;
- Provide services at reasonable prices, with consideration of the privileges provided by the City and the need to provide equipment replacement, if necessary;
- Promote the Center to maximize participant enrollment;
- Provide annual audited financial statements, quarterly status reports, and annual proposed budgets to the City in a timely and accurate manner;
- Display awareness and responsiveness to the demographics and special needs of the enrolled Center’s participants;
- Establish and promote strong working relationships among Center personnel, the consumer-parents, and City personnel, while protecting personal rights and applicable confidentiality policies.

- Operate the Center at Contractor's sole cost and expense, with the exception of City-provided services and equipment described below in Section VI.
- Provide the City with a reduced rental payment of \$1.00 per year for each year of the contract term(s).
- Perform daily, custodial duties such as minor cleaning and maintenance within the Center, which are not performed by City personnel.

III. DESCRIPTION OF THE JOY PICUS CHILD CARE CENTER

The Center was dedicated in 1988 as the City of Los Angeles Employee's Child Care Center. In 1989, the Center was renamed in honor of Councilmember Joy Picus, a strong child care advocate. The Center is located across the street from the Los Angeles City Hall and primarily serves the child care needs of City employees.

The Center is currently licensed for twenty-six (26) infants and sixty (60) toddlers and children. The interior of the Center consists of: four (4) separate classrooms (Infant, Toddlers, Preschool 1, and Preschool 2); three (3) children's restrooms; one (1) non-commercial food preparation kitchen; one (1) laundry area with washer and dryer; an administrative area with a front check-in counter; separate office for use by administrative staff; one (1) teacher's office; one (1) staff lounge; one (1) computer/conference room; and, two (2) adult restrooms.

The exterior of the Center consists of two (2) multi-surface playgrounds with sand, grass and concrete walkways/tricycle ways; a playground structure for infants/toddlers and preschoolers; an outdoor restroom in the playground; and, an enclosed buffered tile wall.

The selected Contractor shall be responsible for obtaining accreditation with the National Association for the Education of Young Children (NAEYC) during the first five-year term of the contract, and meeting NAEYC standards while accreditation is being pursued, and maintaining accreditation throughout the term of the contract. The Contractor shall be required to pay a reduced rental fee of \$1.00 per year for each year of the contract term.

IV. MINIMUM ACCEPTABLE QUALIFICATIONS

In order for a submitted proposal to be considered responsive to this RFP, all proposing entities must clearly demonstrate the following minimum acceptable qualifications in their written proposal:

1. Four (4) consecutive years as a business entity, between 2007 and 2014, managing and operating a licensed child care center that includes infants, toddlers, and preschool age children. Experience with the management and operation of an employer provided child care center is highly desirable.
2. Principal On-Site Management staff member having a minimum of four (4) years of experience between 2007 and 2014, in providing and managing a licensed child care center that includes infants, toddlers, and preschool age children. Experience may be based on a management position with another entity that provided similar operations.

3. No unresolved fines, penalties, investigations, or pending disciplinary action by the California Department of Social Services – Community Care Licensing Division, for offenses or failure to correct deficiencies.
4. No contracts or licenses revoked due to poor performance or breach of contract terms within the last five (5) years from the release date of this RFP.

V. CITY PHILOSOPHY ON CHILD CARE

The City's philosophy regarding childcare is to provide children with a safe, caring, nurturing, and consistent environment. Children should be treated with respect to their interests and allowed to grow and develop according to their own schedule and needs. The overall experience the children receive at the Center should enrich their lives (socially, cognitively, physically and emotionally) and should enhance their individual capabilities by appreciating and reflecting their diverse qualities in the learning environment and curriculum.

The Contractor will manage and operate the Center in a manner consistent with the City's philosophy, as set forth above, so as to maintain a high-quality child care, development, and education Center. In addition to the services as set forth in the contract resulting from this RFP, the Contractor will be responsible for maintaining the Center's operating income through the collection of all Center fees, pre-approved by the Board, and must fully accept any and all risks of any operating losses associated with the operation of the Center. The Contractor may not use the facility for any other purpose besides child care and services directly related to child care.

VI. CITY PROVIDED SERVICES AND EQUIPMENT

The City will provide the Contractor with limited services and equipment, contingent upon annual funding availability.

- A. As stated in Section III of this RFP, Contractor will be authorized to pay a reduced rental fee of \$1.00 per year for each of the contract term;
- B. Basic upkeep and building maintenance of the Center (e.g., plumbing, ceiling and flooring, pest extermination, door and access, air conditioning / heating systems, electrical, carpet, roof, and window repair), including daily scheduled custodial service (minor spills and other routine accidents will be the responsibility of the Contractor);
- C. Scheduled landscape maintenance of the Center playground area;
- D. Utilities for the Center (water, gas, electricity, and local telephone service);
- E. Washer, dryer, refrigerator, and stove. All equipment will remain at the Center and remain property of the City. City will repair equipment as practical, in the sole opinion and discretion of the City. Contractor will be responsible for replacement upon the expiration of the useful life of the aforementioned equipment as determined in the sole opinion and

discretion of the Department of General Services (GSD) General Manager, or his/her designee.

- F. The City will provide seven (7) 30-minute parking spaces available during designated drop-off and pick-up times; and, two (2) additional parking spaces provided in the City's underground parking garage. Contractor's employee parking at the Center will not be provided and will be subject to applicable parking enforcement.

VII. INSTRUCTIONS TO PROPOSERS

A. Submitting a Written Proposal

To be considered for award of this proposed contract, proposing entities must submit a sealed, written proposal in response to the Proposal Items indicated in Section VII.B. Proposals must provide information regarding the proposer's background, current business practice, applicable experience, and plans to operate the Center. Proposals will be evaluated based on several evaluation criteria as indicated in this RFP.

Proposers may wish to consider the following guidelines in preparing their proposals:

- Make sure your proposal is well-organized and easy to read.
- Verify that your proposal is complete and that you have completely responded to all proposal items and compliance documents in the RFP.
- Formulate your responses precisely and with detail; avoiding vague, meaningless, or open-ended responses.
- Make sure your proposal demonstrates that your financial projections and cost estimates are realistic and sustainable.
- Clearly describe what your management team will bring to the operation.
- If there are significant risks in your business strategy, include plans to mitigate those risks, addressing any contingencies that may arise.

Your written submittal in this RFP process will be the primary basis on which the City will consider its award of the proposed contract; therefore, proposers should be as thorough and as detailed as possible when responding to each proposal item and in assembling a proposal. In the written proposal, proposers must include responses to ALL proposal items. Proposers will not be able to add to or modify their proposals after the proposal due date.

THE CITY RETAINS THE RIGHT AND MAY DEEM A PROPOSER NON-RESPONSIVE IF THE PROPOSER FAILS TO PROVIDE ALL REQUIRED DOCUMENTATION AND REQUIRED COPIES.

The submitted proposal accepted in writing by the Board, Mayor and City Council, in accordance with applicable statutes, constitutes a legally binding contract offer. It is requested that proposals be prepared simply and economically, avoiding the use of unnecessary promotional material and only provide the necessary information which best describes the proposed operation of the Center.

B. Submitted Proposals - Proposals must contain ALL of the following:

1. Proposal Submission Letter (Exhibit C)

Proposers are to complete the Proposal Submission Letter (Exhibit C) and submit with the proposal in response to this RFP.

2. Proposal Deposit

All proposals must include a Two-Thousand Dollar (\$2,000.00) Proposal Deposit in the form of a cashier's check only, payable to the **City of Los Angeles**. This amount shall be payable as a guarantee that the selected proposer will enter into a contract (hereinafter, "Contract") for the operation of the Center.

The Proposal Deposit of the successful proposer will be released upon receipt of the required Performance Deposit, evidence of insurance, and execution of the Contract. In the event that an award is made and the successful proposer fails to execute the Contract and to provide the required Performance Deposit and insurance policies, the Proposal Deposit of that proposer will be forfeited and retained by RAP.

The Proposal Deposits of unsuccessful proposers will be returned upon execution of a contract with the proposer awarded the Contract. Proposal Deposits are maintained for all proposers in the event the successful proposer fails to execute the Contract and another proposer is considered for award. Please note that the execution of the Contract may take up to twelve months to complete.

3. Proposal Items

Proposers are to submit complete, detailed responses to all of the Proposal Items in Section VIII.A, beginning on page 11 of this RFP.

- Executive Summary
- Proposed Operating Budget
- Proposed Client Fee Schedule
- Background and Experience
- Proposed Child Care Center Plan

4. Compliance Documents

This is a new RFP for a new contract. Previous compliance document submittals and/or waivers do not apply. The appropriate forms must be completed and processed.

As part of the RFP process, all proposers are to review, complete, and submit the following compliance documents. Information, related forms, and instructions are located in Exhibit B, B-2 and B-3 of this RFP.

Additional information regarding some compliance documents may be available at the Pre-Proposal Conference, on a City website, and/or by phone with the administering City department or agency of a given ordinance or compliance document. Exemptions from certain ordinances may also apply. RAP reserves the right to request additional information and/or clarification regarding submitted compliance documents during the evaluation process.

The following compliance documents MUST be included with your proposal:

- a. Proposer's Signature Declaration and Affidavit (Section I.A of Exhibit B)
The document must be signed and notarized. Only the original notarized form is acceptable.
- b. Disposition of Proposals (Section I.B of Exhibit B)
The document must be signed by an individual authorized to bind the proposer.
- c. Affirmative Action Plan (Section I.C of Exhibit B)
Please read the instructions in Exhibit B.
- d. Contractor Responsibility Ordinance Statement (Section I.D of Exhibit B)
Pages 1 through 6 of the document must be completed and submitted with the proposal. Pages 1 and 6 must be signed by an individual authorized to bind the proposer.
- e. Equal Benefits Ordinance Statement (Section I.E of Exhibit B)
Please read the instructions in Exhibit B.
- f. Living Wage Ordinance (LWO)/Service or Worker Retention Ordinance (SCWRO) – *only if applying for an exemption* (Section I.F of Exhibit B)
Submittal of documents only required if the proposer is applying for an exemption to the ordinance requirements.
- g. Business Inclusion Program (BIP) Requirements (Section I.G of Exhibit B)
It is the policy of the City to provide Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Emerging Business Enterprise (EBE), Disabled Veteran Business Enterprise (DVBE), and all Other Business Enterprise (OBE) concerns an equal opportunity to participate in the performance of all City contracts. Proposers will assist the City in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs, have an equal opportunity to compete for, and participate in, City Contracts. Equal opportunity will be determined by the Proposer's BIP outreach documentation, as described in Business Inclusion Program (BIP) Requirements (Section I.E of Exhibit B) of this RFP. Participation by MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs may be in the form of subcontracting. Proposers must refer to Business Inclusion

Program (BIP) Requirements (Section I.E of Exhibit B) of this RFP for additional information and instructions. BIP outreach must be performed using the Business Assistance Virtual Network (www.labavn.org). A proposer's failure to utilize and complete their BIP Outreach as described in Business Inclusion Program (BIP) Requirements (Section I.E of Exhibit B) may result in their proposal being deemed non-responsive.

The anticipated participation levels are as follows:

MBE Participation:	<u>18%</u>
WBE Participation:	<u>4%</u>
SBE Participation:	<u>25%</u>
EBE Participation:	<u>8%</u>
DVBE Participation:	<u>3%</u>

h. Bidder Certification – CEC Form 50 (Section I.H of Exhibit B)
Please read the instructions in Exhibit B.

i. Bidder Contributions – CEC Form 55
Compliance with Los Angeles City Charter Section 470(c)(12) (Measure H)
Please read the instructions in Exhibit B-2.

j. First Source Hiring Ordinance
Please read the instruction in Exhibit B-3.

Only the Proposer selected for award of the Contract shall submit the following additional required items prior to execution of the Contract (within sixty [60] working days of notification by the RAP Board Office):

- | |
|---|
| <ul style="list-style-type: none"> k. Americans with Disabilities Act Certification l. Business Tax Registration Certificate m. Certification of Compliance with Child Support Obligations n. Contractor Responsibility Ordinance – Pledge of Compliance o. City-approved Proof of Insurance p. City-approved Performance Deposit q. Los Angeles Residence Information (location of selected Contractor’s headquarters and percentage of workforce residing in Los Angeles) r. LWO/SCWRO – Additional related forms from item 4.f above s. Slavery Disclosure Affidavit t. First Source Hiring Ordinance – FSHO-1 |
|---|

Failure of the successful proposer to submit all the required documents (specified as items “k” through “t” above) and submit a signed Contract within sixty (60) days of award (as notified in writing by the RAP Board Office) shall cause the proposal to be

deemed non-responsive and will result in cancellation of the award and forfeiture of the proposal deposit.

C. Proposal Submittal Information

Deadline for Submission

To be considered, proposals must be received on or before **3:00 pm, November 4, 2014**.

Where to Submit your Proposal

The complete proposal package shall be placed in a sealed envelope(s) or box(es) labeled “Proposal for the Management and Operation of the Joy Picus Child Care Center.” Said envelope(s) or box(es) shall have the name and address of the Proposer on the outside and be delivered to:

Los Angeles Department of Recreation and Parks
Office of the Board of Commissioners
Attention: Board Secretary
221 North Figueroa Street
Suite 1510
Los Angeles, CA 90012

Number of Copies

Please provide one (1) original, one (1) non-bound reproducible copy, and six (6) copies. Plainly identify the respective documents. An original is one in which a form requiring a signature must be signed in wet ink. A reproducible copy is one which can readily be reproduced through a photocopier.

Important Notices

Candidates who mail their proposals should allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the proposer(s) announced. No other information about the proposals will be made public until such time as a recommendation concerning proposals is made to the Board.

The City reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, proposers will have the right to revise their proposal. Proposals may be withdrawn personally, by written request, prior to the scheduled closing time for receipt of proposals. Faxed withdrawals will be accepted by the Board at (213) 202-2610, Attn: Board Secretary. A written request, signed by an authorized representative of the proposing business entity, must be submitted to the Board Office. After withdrawing a previously submitted proposal, the proposer may submit another proposal at any time up to the specified due date and time.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP, and the contents of the proposal submitted by the successful proposer, may become contractual obligations if a contract is awarded. Failure of the selected proposer to accept these obligations may result in

cancellation of the award and forfeiture of the Proposal Deposit. The City reserves the right to withdraw this RFP at any time without prior notice.

All proposals submitted in response to this RFP become the property of the City of Los Angeles, Department of Recreation and Parks.

Pre-Proposal Conference and Center Tour:

Date: October 7, 2014
Conference Time: 9:00 a.m.
Location: Central Service Yard
Partnership Headquarters
3900 Chevy Chase Drive, Los Angeles, CA 90039

Tour Time: 12:00 p.m. (approximately)

The purpose of the conference is to clarify the contents of this RFP and to discuss the needs of the Joy Picus Child Care Center. Attendance is mandatory. A site walk of the Center will take place after the conclusion of the proposer's conference. **It is highly recommended that prospective proposers read the complete RFP prior to the conference and begin preparation of their proposal in order to maximize the benefits of the conference.**

To maximize the effectiveness of the conference, the RFP Coordinator requests that, to the extent possible, proposers provide questions in writing prior to the conference. This will enable the Contract Coordinator to prepare responses in advance. Specific questions concerning the RFP should be submitted in writing to the Contract Coordinator:

Department of Recreation and Parks
Partnership Division (MS 628-9)
Attn: Joel Alvarez
3900 Chevy Chase Drive
Los Angeles, CA 90036

Additional questions may be accepted, in writing, at the conference. However, responses may be deferred and provided as addenda to the RFP at a later date. **Questions will be deemed late and may not be answered after October 10, 2014, 5:00 p.m.**

All questions, without identifying the submitting company, will be compiled with the appropriate answers and issued as an addendum to the RFP.

When submitting questions, please specify the RFP section number, paragraph number, and page number, and quote the passage that prompted the question. This will ensure that the passage can be quickly found in the RFP. The City reserves the right to group similar questions when providing answers.

If the City requirements or the specifications prevent proposers from submitting a proposal that would be beneficial to the City, please address the concern to the RFP Coordinator listed above and below.

Questions may address concerns that the application of minimum requirements, evaluation criteria and/or business requirements would unfairly disadvantage proposers or, due to unclear instructions, may result in the City not receiving the best possible responses from proposers.

Contact With City Personnel

Please direct all comments and questions to the RFP Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing and may be mailed, e-mailed, or faxed as follows:

Name: Joel Alvarez, RFP Coordinator (MS 628-9)
Address: 3900 Chevy Chase Drive, Los Angeles, CA 90039
E-mail: Joel.Alvarez@lacity.org
Fax: 818-243-6447

D. Document Check

Please check the contents of your RFP package carefully to ensure that you have in your possession all the necessary documents as referenced within the RFP, including any addenda. If you are missing any items, you should make a written request to the RFP Coordinator listed above.

The complete RFP package and all forms and information in the Exhibit are also available at www.laparks.org/proposal.htm and on the Los Angeles Business Assistance Virtual Network (LABAVN) at www.labavn.org. Should you find a discrepancy in or omissions from said documents, or have questions as to their meaning, notify the RFP Coordinator at the above address in writing by fax or e-mail no later than 24-hours prior to the deadline date for receiving proposals. The City of Los Angeles will not be bound by any oral statements or representations.

IMPORTANT:

Charter Section 371(e)(10)

In approving this RFP, the Board, in its capacity as the awarding authority for RAP, finds, pursuant to Charter Section 371(e)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criteria, such as price comparison, that will determine which proposer can best provide the services required by RAP for the improvement, operation and maintenance of RAP's operation. To select the best proposer for this operation, the Board finds it is necessary to utilize a standard request for proposals process and to evaluate proposals received based upon the criteria included in this RFP. The Board specifically finds that the narrower and more specialized competitive sealed proposal process authorized but not required by Charter Section 371, subsection (b), would not meet RAP's needs and therefore opts to utilize the standard request for proposals process.

VIII. PROPOSAL ITEMS AND CONTRACTUAL AND OPERATING RESPONSIBILITIES

The following sections, in part, will comprise the fundamentals of the proposed Contract:

A. Proposal Items (Must Provide Written Response)

1. Executive Summary
2. Background and Experience (30 Points)
3. Proposed Operating Budget (20 Points)
4. Proposed Client Fee Schedule (20 Points)
5. Proposed Child Care Center Plan (30 Points)

B. Contractual and Operating Responsibilities (No Written Response Required)

In the written proposal, proposers should include explicit, detailed responses to each of the Proposal Items. If selected as the recommended proposal, the proposer must be willing and able to commit to the responses to the Proposal Items, the Sample Contract (Exhibit A), and the Standard Provisions for City Contracts (Rev. 03/09) (Exhibit D).

A. **Proposal Items**

Keeping in mind the needs and the potential of the Center, the demographics of the consumer-parents, and prospective enrolled children for the Center, the goals and requirements of the City as set forth in this RFP, and the minimum acceptable qualifications as set forth in Section IV of this RFP; proposers are encouraged to offer sound, practical, and sustainable ideas to provide a first-rate, high-quality licensed child care center.

Proposers must respond to each of the following items in their written proposal. Each response in the submitted proposal must correspond with each of the items contained herein.

NOTE: ONLY ONE OPTION FOR EACH PROPOSAL CRITERIA WILL BE ACCEPTED PER SUBMITTAL. MULTIPLE PROPOSAL OPTIONS WILL BE CAUSE TO FIND THE SUBMITTED PROPOSAL NON-RESPONSIVE TO THE RFP. PROPOSERS ARE WELCOME TO SUBMIT MORE THAN ONE PROPOSAL IN RESPONSE TO THIS RFP.

1. **EXECUTIVE SUMMARY**

The Executive Summary must be limited to three (3) typed pages and must provide a comprehensive but concise summary of the Proposer's understanding of the requirements of this RFP, a description of the Proposer's approach to providing the service requested in this RFP, and clearly state why the Proposer is the best qualified entity to perform the services outlined in this RFP.

Also include the name and address of the proposing business entity, a contact name, contact telephone number, and contact E-mail address.

2. BACKGROUND AND EXPERIENCE

The Proposer must clearly demonstrate its experience and ability to provide the services requested in this RFP. Describe your business entity's background and experience in providing licensed child care. If this is a new company, partnership, or joint venture formed for the operation of this Contract, describe the background and qualifications of each of the partners or principals.

Refer to Section IV of this RFP for the Minimum Acceptable Qualifications and ensure that your proposal provides proof of meeting the Minimum Acceptable Qualifications.

Note: This section pertains to your business entity's PAST and CURRENT experience and operations, not the PROPOSED operation for this Contract.

2.1 Ownership Description

Proposers must include a response to each proposal item listed below:

- Length in business (in years and months)
- Size of company (number of employees)
- Business Entity Organizational Chart
- Names of persons responsible for site management
- Any pending mergers (if none, so state in response to this section).

2.2 Description of proposing entity's experience in and knowledge of operating a licensed child care center; include experience with infants, toddlers, and preschoolers.

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- Description of similar licensed child care center operations for four (4) consecutive years between 2007 and 2013. Description must include enrollment levels of the following:

Enrollment level of Infants.

Enrollment level of Toddlers.

Enrollment level of Preschoolers.

- Provide a copy of the business entity's State of California Department of Social Services Childcare License.
- Additional information which demonstrates your qualifications.

2.3 Contracts History (include contact information for all contracts listed):

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- List of similar contracts started between 2010 through 2013.

- List of all similar contracts terminated between 2010 through 2013.

2.4 References

Proposers must include the following Business References:

Provide a minimum of three (3) business references with whom you have conducted child care services to verify relevant past performance. Include company names, contact names, addresses, telephone numbers, and the nature and scope of the business relationship.

3. PROPOSED OPERATING BUDGET

Each proposer must demonstrate the financial means and resources to finance, operate, and sustain the operation as proposed, including all proposed improvements, start-up and pre-opening costs, inventory and sufficient working capital, and access to additional capital, if needed. To this end, each proposer must provide, with the submitted proposal, the following items. All items submitted are subject to verification by RAP.

3.1 Amount of Investment Required

State the amount of investment you will require to begin operations as proposed. This amount must be itemized and include Start-Up Costs (Proposers must include a response to each proposal item listed below):

- Inventory
- Equipment
- Operating Supplies
- Marketing & Advertising
- Payroll
- Insurance
- Others (list individually)

3.2 Source(s) of Funding for Operation

Proposers must include a response to each proposal item listed below:

- Indicate whether the proposed source of funding in the above amount is cash reserves, financing from a commercial lender, other sources, or a combination thereof.
- Of the total amount required, indicate the amount that is to be funded through each source.

3.3 Financial Documentation

Each proposer must provide, with the proposal, the following written verification of its ability and commitment to provide adequate funding in the amount indicated above. Proposers must include a response to each proposal item listed below:

- Bank Statements for the proposing entity for the past two years (2012 and 2013).

- Audit financial statements reviewed by a certified public accountant for the past two years (2011 and 2012).
- Copies of current credit rating.

3.4 Financial Pro-Forma

Each proposer must provide a Financial Pro-Forma spreadsheet which details the anticipated revenue and expenditures for the child care operation over the term of the first five years of the Contract. Such Financial Pro-Forma will be the basis for the initial Annual Operating Budget for the Center should the submitted proposal be recommended for award and incorporated into the proposed Contract.

4. PROPOSED CLIENT FEE SCHEDULE

Submit a proposed Client Fee schedule for the initial start of the Contract term, including all other fees. State when those other fees are applicable and provide all pertinent information. Should the submitted proposal be selected for award of a Contract, the submitted Client Fee Schedule will be the basis for the initial fees the Contractor may charge and will not be revised without the written approval of the Board. The current fee schedule for the Center is attached as Exhibit E.

Keep in mind the services and equipment provided by the City (Section VI of this RFP) and the maximum allowable annual increase in fees (3.5%) which the Contractor may request, and which must be approved in writing by the Board before the increase may take effect.

Proposal Submittal Items (not limited to):

- Child Care Fee
- Waiting List or Registration Fee
- Enrollment Fee
- Late Fee

5. PROPOSED CHILD CARE CENTER PLAN

This and the following sections pertain to your PROPOSED operation for this proposed Contract, not your PAST experience. It is highly recommended that Proposers prepare a response that reflects the City's philosophy on child care as stated in Section V of this RFP. The proposer's Child Care Center Plan must include, but is not limited to, the following (Proposers must include a response in the submitted proposal to each proposal item listed below):

5.1 Staffing Plan:

- Submit a proposed staffing plan for the Center, to include job descriptions, job titles and assignments for each position, brief description of job duties, minimum qualifications and educational requirements, and salary ranges.

- Staffing should include a plan to address overlap at the Center for different shifts to ensure continuity of care and appropriate number of staff floaters for use as needed at the Center.
- Submit resumes for Key Personnel for positions, or equivalent positions, such as: Executive Director, Chief Operating Officer, and Head Teacher.
- Include an organizational chart for the operation of the Center.

5.2 Staffing Ratio:

Describe your proposed staffing level, at minimum, in the following categories. The staffing ratio must meet or exceed State requirements:

____:1 - Infants
 ____:1 - Toddlers
 ____:1 - Preschool

5.3 Infant Care and Activities

Describe the services to be provided for the care of infants will include any activities to be incorporated into the daily/weekly program to meet the goals and objectives of this RFP, including the City’s Philosophy on Child Care.

5.4 Toddler Care and Activities

Describe the services to be provided for the care of toddlers will include any activities to be incorporated into the daily/weekly program to meet the goals and objectives of this RFP, including the City’s Philosophy on Child Care.

5.5 Preschool Care and Activities

Describe the services to be provided for the care of Preschoolers will include any activities to be incorporated into the daily/weekly program to meet the goals and objectives of this RFP, including the City’s Philosophy on Child Care.

5.6 Advertising / Promotion / Marketing

Describe the method to be used to promote maximum enrollment. The method should include appropriate advertising, promotion, and other marketing plans, including a proposed schedule to be used throughout the term of the proposed Contract.

5.7 Customer Satisfaction

Describe the methods used to both gather information on customer satisfaction and methods used to implement changes and/or improvements to the Center in order to maximize customer satisfaction.

5.8 Emergencies

Describe your plan to ensure the safety of the children and employees during emergencies and other disruptive occurrences. Response should include contingencies to clothe, feed, and shelter children and employees for a period of forty-eight (48) hours.

5.9 Maintenance

Describe your plan on providing maintenance during daily operations in order to ensure a sanitary and safe facility is maintained, and to ensure the grounds are well maintained, sanitary, and free of debris.

The City will provide routine maintenance and scheduled custodial services at the Center and may respond to major spills and accidents on a case-by-case basis. The Contractor will be responsible for maintenance during the normal course of the day-to-day operations of the Center.

5.10 Proposed Equipment and Equipment Replacement

Include a list of equipment that will be used to successfully operate the Center and a plan to maintain the quality and/or replacement of each item throughout the life of the proposed Contract.

The City will provide equipment as described in Section VI.E of this RFP. The Contractor will be responsible for all other necessary equipment to operate the Center and to provide equipment replacement of all items.

5.11 Additional Services and/or Amenities

Proposers are encouraged to consider and propose additional amenities and activities, to enhance the child care experience, provided they are appropriate for a licensed child care center and age appropriate for the children.

B. Contractual and Operating Responsibilities

If awarded the Contract, the Contractor will be contractually obligated to perform the responsibilities as described in:

- 1) This RFP;
- 2) The submitted proposal in response to this RFP;
- 3) The Sample Contract for the Management and Operation of the Joy Picus Child Care Center (Exhibit A). *Please note that the Sample Contract will be modified to include general and specific contractual and operating responsibilities based on the submitted proposal accepted by the City; and,*
- 4) The Standard Provisions for City Contracts (Rev. 03/09) (Exhibit D).

IX. EVALUATION AND AWARD

A. Evaluation Process

The City reserves the right to request additional information to clarify a submitted proposal. Once the minimum acceptable qualifications have been met, the evaluation of proposals will consist of two levels. **Each proposer must pass Level I in order to advance to Level II.**

Level I – Compliance with RFP Submission Requirements: (Section VII.B)

The City will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with proposal requirements and mandatory document submissions.

- Proposal Submission Letter (Exhibit C)
- Proposal Deposit (\$2,000.00)
- Compliance Documents (Exhibits B, B2, and B3) – referenced on Page 5 of this RFP
- Proposal Items – referenced on Page 11 of this RFP

Level II – Evaluation and Scoring Criteria of Proposal Items:

For the purposes of Level II evaluation, the responsive proposals will be evaluated, ranked and scored based on the criteria below:

Background and Experience (30 points possible): Section VIII.A.2

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1. Best Proposal	30 points	5. Fifth Best	22 - 23 points
2. Second Best	28 - 29 points	6. Sixth Best	20 - 21 points
3. Third Best	26 - 27 points	7. Seventh Best	18 - 19 points
4. Fourth Best	24 - 25 points	8. Eighth Best	16 - 17 points

Proposed Operating Budget (20 points possible): Section VIII.A.3

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1. Best Proposal	20 points	5. Fifth Best	12-13 points
2. Second Best	18-19 points	6. Sixth Best	10-11 points
3. Third Best	16-17 points	7. Seventh Best	8-9 points
4. Fourth Best	14-15 points	8. Eighth Best	6-7 points

Proposed Client Fee Schedule (20 points possible): Section VIII.A.4

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1. Best Proposal	20 points	5. Fifth Best	12-13 points
2. Second Best	18-19 points	6. Sixth Best	10-11 points
3. Third Best	16-17 points	7. Seventh Best	8-9 points
4. Fourth Best	14-15 points	8. Eighth Best	6-7 points

Proposed Child Care Center Plan (30 points possible): Section VIII.A.5

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1. Best Proposal	30 points	5. Fifth Best	22 - 23 points
2. Second Best	28 - 29 points	6. Sixth Best	20 - 21 points
3. Third Best	26 - 27 points	7. Seventh Best	18 - 19 points
4. Fourth Best	24 - 25 points	8. Eighth Best	16 - 17 points

B. Evaluation and Recommendation

All proposals will be evaluated on the basis of the criteria listed above and an interview to clarify any proposed items submitted. Responsive proposals will be ranked according to scores by a qualified panel, which may include individuals outside RAP.

The ranking of any review panel will serve as a basis to formulate the RAP General Manager's written recommendation to the Board of Recreation and Park Commissioners (referred to herein as, "Board").

The City reserves the right to conduct such investigations as the City considers appropriate with respect to the qualifications of each Proposer and any information contained in its proposal.

C. Award

The RAP General Manager recommends contract and agreement awards to the Board. RAP shall notify all proposers of the recommendation.

The Board will consider the RAP General Manager's recommendation during a public Board meeting and may accept, amend or reject the RAP General Manager's recommendation in making their decision as to the selection.

Section 10.5 of the Los Angeles Administrative Code requires approval by the City Council of contracts and agreements for periods of longer than three (3) years. Contracts and agreements are deemed to be executed upon the date of signature by the selected Contractor, the Board President and Board Secretary, and the City Attorney.

Once the award is approved, the selected proposer will complete and submit the additional documents as required by this RFP, City Ordinance, State and/or Federal laws within sixty (60) days of written notification by RAP Board Office.

D. Contractual Arrangements

The proposer selected to perform the services described in this RFP will enter into the Contract directly with the City of Los Angeles Department of Recreation and Parks (RAP), Department of General Services (GSD), and Information Technology Agency (ITA). The Contract will be composed of 1) this RFP; 2) the submitted proposal in

response to this RFP; 3) the Standard Provisions for City s (Rev. 03/09) (Exhibit D of this RFP); and be subject to all applicable laws, statutes, and ordinances.

E. Verification of Information

RAP reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, RAP reserves the right to reject that proposal. If it is determined that the Contract was awarded as a result of false statements or other data submitted in response to this RFP, RAP reserves the right to terminate the Contract.

F. Cost of Preparation

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable in any manner for any expenses incurred by the proposer in the preparation and/or submission of the proposal. All proposers who respond to solicitations do so solely at their own expense.

G. City's Right to Reject Proposals and to Waive Informalities

In accordance with Los Angeles City Charter Section 371(c): "The City shall reserve the right to reject any and all bids or proposals and to waive any informality in the bid or proposal when to do so would be to the advantage of the City. The City may also reject the bid or proposal of any bidder or proposer who has previously failed to timely and satisfactorily perform any contract with the City."

In accordance with Los Angeles City Charter Section 372: "The right to reject any and all proposals or bids shall be reserved in all cases."

X. EXHIBITS

- A Sample Contract for the Management and Operation of the Joy Picus Child Care Center
- B Compliance Documents
- B-2 Bidder Contributions – CEC Form 55 (Measure H)
- B-3 First Source Hiring Ordinance
- C Proposal Submission Letter
- D Standard Provisions for City Contracts (Rev. 3/09)
- E Joy Picus Child Care Center Monthly Tuition Rates (Eff. July 1, 2012)
- F Insurance Requirements