



Los Angeles World Airports

REQUEST FOR PROPOSALS

FOR

**Graphic Design Services for Construction Mitigation
Related to Construction and Renovation Projects
At
Los Angeles World Airports**

Proposals Due

March 19, 2010, before 2:00 PM

Pre-Proposal Meeting

February 17, 2010, 2:00 PM

City of Los Angeles
Los Angeles World Airports
External Affairs Division
1 World Way
Los Angeles, CA 90009

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I. PROPOSAL

LAWA External Affairs Division is soliciting written PROPOSALS from qualified, professional graphic design firms (Consultants) to perform graphic design services for construction mitigation related to construction and renovation projects at LAWA's Los Angeles International Airport (LAX).

II. BACKGROUND INFORMATION

LAWA is a proprietary department of the City of Los Angeles, which owns, operates, and maintains three airports in Southern California, namely: the Los Angeles International Airport (LAX), the LA/Ontario International Airport (ONT) and Van Nuys Airport (VNY). The Department is under the management and control of a seven-member Board of Airport Commissioners (BOAC) appointed by the Mayor and approved by the City Council.

LAWA External Affairs Division supports departmental goals by establishing and maintaining effective two-way communications with the traveling public, news media, the travel and tourism industry, and other stakeholder audiences regarding the policies, procedures, services, operations, developments and future plans of LAWA and LAX.

Through its activities, the Division accomplishes the goals of building strong, positive relationships with our customers and surrounding communities; showcasing LAX as a well managed, dynamic world-class airport; and demonstrating its commitment to all our stakeholders by developing opportunities for effective two-way communications with various publics surrounding LAX, addressing the needs and concerns of stakeholder communities, and recognizing our responsibilities in balancing these goals and commitments with regional growth.

In furtherance of these goals, LAWA is soliciting written Proposals from qualified firms to perform graphic design services for construction mitigation related to construction and renovation projects at LAWA's Los Angeles International Airport (LAX). The solicited graphic designs will be used to communicate with the traveling public, identifying areas under construction or renovation and advising the public about said project. The graphic designs will also be used to inform the public about the location of serviceable areas they can utilize or direct the public in a safe direction toward their LAX destination.

III. PROPOSED SCOPE OF SERVICES

The Graphic Design Services for Construction Mitigation may include, but not be limited to, any or all of the following:

- Design, fabricate and potentially install high quality vinyl graphics for interior and exterior construction barricades
- Design, fabricate and potentially install international way-finding signage

- Design, fabricate and potentially install construction mitigation signage
- Design, fabricate and potentially install long & short term construction signage
- Production of all phases of creative construction related messaging in a variety of formats and media
- Consult with LAWA External Affairs and Project Contractors on communications needs of various projects
- Attend/Staff various project related meetings, present ideas to various stakeholders

IV. QUALIFICATIONS OF PROPOSERS

All prospective Proposers shall have sufficient qualified personnel, necessary office space and equipment, and other needed resources to accomplish all the services described herein. The Proposer shall be capable of furnishing all necessary professional, technical, and expert services as required to perform the requested services.

To ensure that the selected firm is capable of providing an acceptable level of service to the LAWA External Affairs Division, the certain minimum requirements must be met. Statements not meeting the minimum qualifications will not be reviewed or considered. The Proposer must clearly demonstrate the knowledge, experience, and expertise to work on the LAX External Affairs Division projects in accordance with the following minimum requirements:

- a)** The successful firm must have a minimum of five years experience providing services in graphic design.
- b)** The successful firm must provide evidence of professional creative services for three organizations for reference and confirmation of quality of work performed.
- c)** The successful firm must have a strong working knowledge of the latest developments/trends in graphic design, especially related to construction mitigation and the aviation industry.

V. PROJECT SCHEDULE

The City will require the Consultant(s) to provide complete graphic design services for construction mitigation related to construction and renovation projects at LAWA's LAX on an as-needed basis for a maximum of three (3) years from the date of Notice to Proceed.

VI. CONTENTS OF PROPOSAL

If your firm is qualified and would like to be considered, please furnish a formal proposal by the required date. If the proposal does not conform to the

requirements, the proposal may be deemed non-responsive and therefore, will not be considered for further evaluation. The contents of the proposal shall be complete in description, concise in volume and austere in form. The proposal shall be in the format of a written report. Supplementary artwork, visual aids, films and other extraneous materials are encouraged. **Once submitted, submittals, including the composition of the consulting team, cannot be altered without prior written consent of the City of Los Angeles, Los Angeles World Airports.**

The submittals shall be prepared on 8 1/2" X 11" sheets (use only one side). The text of the submittals shall contain no more than 15 pages of minimum 10 point type lettering (text in excess of 50 pages will be discarded and not considered). Note: Required attachments, cover letter, table of contents, executive summary, and resumes will not be considered part of the 50 -page limit.

The submittals of qualifications should, at a minimum, include the following:

1. Proposal Cover Letter

Each Proposer shall submit with their proposal a cover letter identifying the proposer and the proposal package being submitted. Proposers may include other important general information that is deemed significant enough to be highlighted. Please identify your firm and each sub-consultant by name, address, telephone number, and location of any offices.

Indicate whether your firm is a corporation, joint venture, partnership or sole proprietor. Indicate the name(s) of the owner(s) of your firm. Also indicate the name of the person to be designated PROJECT MANAGER and the names of the KEY STAFF PERSONNEL, with applicable or required California State licenses or registrations, who shall be responsible for completing this assignment within each consultant organization.

The cover letter must be signed by an authorized representative of the Proposer.

2. Proposal Table of Contents

Each Proposer must include a Table of Contents listing the various sections included in the Proposal.

3. Proposal Executive Summary

Each Proposer must include a brief statement that summarizes important features, qualifications, and expected accomplishments of the Proposal. The Executive Summary must also include a brief description of the Proposer's approach to the requested services, a description of the project team and a description of how the proposed team meets the minimum qualifications set forth in this RFP (The text for the Executive Summary should not contain more than two (2) pages of 11-point type lettering.)

4. Services & Work Plan

Include a work plan describing the services, approach and methodology proposed for accomplishing the scope of work. The Proposal should be sufficient in detail to allow an objective analysis of the firm's capabilities and

envisioned work plan in comparison with competing individuals or firms.

5. Qualifications & Experience

Please indicate what recent experience your firm has had in regard to Professional Graphic Design Services for Construction Mitigation. Expand on any relevant graphic design services expertise that you may have. Specifically identify whether or not your firm has worked on projects of this nature previously, please be as detailed as possible. Provide a list of specific examples of appropriate experience, including project size and costs, and any relevant past or on-going projects. Describe each project in detail, including project term, location and name of owner and the owner's Project Manager, including his/her current telephone number and any other appropriate information. Samples of previously completed graphic design work should be included.

6. Fee Proposal and Estimated Total Cost

Include a fee schedule listing the proposal's total cost with a breakdown of the hourly rates. Each proposer agrees to offer the City any discount terms that are offered to its best customers for the services to be provided herein.

7. Administrative Requirements

Consultants will be required to abide by the LAWA Administrative Requirements as outlined in the attached Administrative Requirements section of this RFP. One or more of the Administrative Requirements may be required prior to contract award. Listed Consultants will be notified prior to selection which specific requirements apply. Necessary attachments will be provided to consultants at that time.

VII. QUESTIONS CONCERENING PROPOSAL REQUIREMENTS

A pre-proposal meeting will be held on Wednesday, **February 17, 2010**, at 2:00 p.m. at the Flight Path Learning Center, located on the southern border of Los Angeles International Airport at 6661 W. Imperial Hwy, Los Angeles, California. Any questions regarding proposal requirements will be addressed at the pre-proposal meeting. Any questions received subsequent to the pre-proposal meeting must be submitted in writing. Proposers are strongly encouraged to attend this pre-proposal meeting. Any changes made to the requirements listed herein shall be in writing in the form of an Addendum. Should the City amend the requirements set forth herein, a written Addendum shall be issued reflecting any changes and such Addendum will be provided to each Proposer.

All questions subsequent to the pre-proposal meeting regarding this Request for Proposal must be submitted in writing by Monday, **February 22, 2010**, no later than 2 p.m., and should be directed to:

Michael Molina
Sr. Director of External Affairs
Los Angeles World Airports
1 World Way
Los Angeles, CA 90009
FAX: 424 646 9220

VIII. SUBMITTAL OF PROPOSALS

Written responses to the RFP must be prepared as specified as to form, content, and sequence as described in earlier sections of this RFP. Proposals must be submitted with 1 original and 3 copies. No additions or changes to a proposal may be made after the submittal date. Responses must be received by LAWA on or before, but not later than 2:00 p.m., Friday, **March 19**. Materials submitted will NOT be returned.

IX. EVALUATION & SELECTION PROCEDURES

All Proposals that adequately contain the information requested in this RFP will be evaluated on the basis of professional experience on similar projects, qualifications, their competitive standing to all other proposals submitted and Selection Criteria below. The City reserves the rights to judge, appraise, and reject all Proposals submitted.

LAWA reserves the right to determine the criteria to evaluate proposals. Staff will carefully review the written proposal. A select number of competitive Proposers may be invited to give an oral presentation to a panel on their approach to the "Requested Services" and expected results, project organization, collaborations, methodology, costs, experience, and capabilities. The Proposers to be interviewed will be notified in writing at least 3 days via letter, fax, or email prior to the scheduled interview. A limited number of Proposers may be subsequently re-interviewed for final evaluation.

<u>Selection Criteria</u>	<u>Points</u>
General Understanding – Scope of Work	20
City of Los Angeles/LAWA experience	20
Firm's Experience	20
Staff's Experience	20
Cost	<u>20</u>
Total Points Possible	100

X. RIGHT OF REJECTION

LAWA reserves the right to reject any or all proposals, to waive any informality in such proposals, to request new proposals, to revise the RFP prior to proposal submission, to proceed to do the work otherwise, withdraw this RFP, not award the contract, or not award a portion of the contract at any time. Revisions to the RFP, if any, may be mailed to all potential proposers who were mailed the RFP. The receipt of proposals shall NOT, in any way, obligate the BOAC, LAWA, or the City of Los Angeles to enter into a consultant contract, lease or any other contract of any kind with any proposer. All submitted copies of the proposals shall become the property of the City of Los Angeles.

XI. PROTEST PROCEDURES

THE PROCEDURES AND TIME LIMITS SET FORTH IN THIS SECTION ARE MANDATORY AND ARE THE PROPOSER'S SOLE AND EXCLUSIVE REMEDY IN THE EVENT OF PROTEST. FAILURE TO COMPLY WITH THESE PROCEDURES MAY BE A PRESUMPTION THAT YOU HAVE WAIVED ANY RIGHT TO FURTHER PURSUE THE PROTEST, INCLUDING FILING A GOVERNMENT CODE CLAIM OR ANY LEGAL PROCEEDING.

The purpose of the following procedures is to provide a method for resolving, prior to award, protests regarding the award of contracts by City, by and through its Board of Airport Commissioners (hereinafter referred to as "BOAC"). The procedures will enable the BOAC to ascertain all of the facts necessary to make an informed decision regarding the award of the contract.

1. A protest relative to a particular proposal, and all required copies, must be submitted in detail, in writing, signed by the protestor or by a representative of protestor, and received in the offices of the Los Angeles City Attorney's Office, Airport Division and the office of the BOAC, at the below addresses, before 5:00 p.m. of the fifth business day after issuance of a notification of the recommendation by management of LAWA to BOAC to award the contract to a particular proposer. The protest shall contain a full and complete statement specifying, in detail, the factual grounds and legal basis of the protest. The protest shall refer to the specific portion of the Request for Bid or Request for Proposal, any submitted proposal, or other document which forms the basis for the protest. The protest must include the name, address, and telephone number of the protestor and protestor's representative.
2. All protests must be addressed to the Office of the City Attorney, Airport Division, One World Way, Room 104, Los Angeles, California 90045, with a copy to the Secretary of the Board of Airport Commissioners at One World Way, Los Angeles, California 90045 and a copy to the Division of the Department of Airports responsible for issuing the Request for Proposal.

3. The party filing the protest must, at the same time as delivery to the City Attorney's office and the secretary of the BOAC as set forth above, deliver a copy of the protest and any accompanying documentation to all other parties with a direct financial interest that may be adversely affected by the outcome of the protest. Such parties shall include all other proposers.
4. The BOAC will only consider protests by any proposer(s) who appear(s) to have a substantial and reasonable prospect of receiving an award if the protest is denied or sustained.
5. Only protests meeting the above criteria will be reviewed and submitted to the BOAC. Protesting and potentially affected parties will be notified of the time and date that the protest will be discussed in a public session of the BOAC. Protesting parties will be given an opportunity to present their arguments at the public session.

Following the public discussion of the protest, the BOAC will issue its decision regarding the protest. If the BOAC determines that the protest was frivolous, the party originating the protest may be determined by the BOAC to be irresponsible and that party may be determined to be ineligible for future contract awards.

XII. EXPENSE, OWNERSHIP AND DISPOSITION

LAWA shall not be responsible in any manner for the costs associated with the submission of the proposals. The proposals, including all drawings, plans, photos, and narrative material, shall become the property of LAWA upon receipt by LAWA. LAWA shall have the right to copy, reproduce, publicize, or otherwise dispose of each proposal in any way that LAWA selects. LAWA shall be free to use as its own, without payment of any kind of liability therefore, any idea, scheme, technique, suggestion, layout, or plan received during this proposal process.

XIII. INDEMNIFICATION

In addition to the "Insurance Requirements", as set forth in the administrative requirements packet, the proposer undertakes and agrees to defend, indemnify and hold harmless the City of Los Angeles, Department of Airports and any and all of City's Boards, officers, agents, employees, assigns, and successors in interest from and against all suits and causes of action, claims losses, demand and expenses, including, but not limited to, attorney's fees and cost of litigation, damage or liability of any nature whatsoever, for death or injury to any person, including proposer's employees and agents, or damage of or destruction to any property of either party hereto or of third persons, in any manner arising by reasons of or incident to the performance of this contract on the part of proposer, its officers, directors, agents, servants, employees, contractors, and sub-consultants of any tier, whether or not contributed to by any act or omission of City or any of the City's Boards, officers, agents, or employees.

XIV. ATTORNEY FEES

If City shall be made a party to any litigation commenced by or against proposer arising out of proposer's operations and as a result of which proposer is held liable, in whole or in part, by settlement, adjudication, or otherwise, then proposer shall pay all costs and reasonable attorney fees incurred by or imposed upon City in connection with such litigation. Each party shall give prompt notice to the other of any claim or suit instituted against it that may affect the other party.