



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

City of Long Beach
Request For Proposal Number CM11-006
For
Notification Services Related to
Special Event and Filming Activity

Release Date: December 30, 2010
Due Date: January 25, 2011

For additional information, please contact:
Purchasing Division, 562/570-6200
This RFP is available in an alternative format by calling 562/570-6200

See Page 7, for instructions on submitting proposals.

Company Name _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____ Federal Tax ID No. _____

Prices contained in this proposal are subject to acceptance within _____ calendar days.

I have read, understand, and agree to all terms and conditions herein. Date _____

Signed _____

Print Name & Title _____



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

TABLE OF CONTENTS

1.	OVERVIEW OF PROJECT	3
2.	ACRONYMS/DEFINITIONS.....	3
3.	SCOPE OF PROJECT	4
4.	SUBMITTAL INSTRUCTIONS.....	7
5.	PROPOSAL EVALUATION AND AWARD PROCESS	9
6.	PROJECT SPECIFICATIONS	10
7.	WARRANTY/MAINTENANCE AND SERVICE.....	10
8.	COMPANY BACKGROUND AND REFERENCES.....	10
9.	COST	12
10.	ADDITIONAL REQUIREMENTS FROM FUNDING SOURCE	12
11.	TERMS, CONDITIONS AND EXCEPTIONS	12
	CERTIFICATION OF COMPLIANCE.....	Attachment A
	STATEMENT OF NON-COLLUSION.....	Attachment B



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

The City will not be held responsible for proposal envelopes mishandled as a result of the envelope not being properly prepared. Facsimile or telephone proposals will NOT be considered unless otherwise authorized; however, proposals may be modified by fax or written notice provided such notice is received prior to the opening of the proposals.

1. OVERVIEW OF PROJECT

The City of Long Beach is soliciting proposals from qualified professionals to provide notification services required in conjunction with the issuance of special event and filming permits.

2. ACRONYMS/DEFINITIONS

For the purposes of this RFP, the following acronyms/definitions will be used:

Awarded Vendor The organization/individual that is awarded and has an approved contract with the City of Long Beach, California for the services identified in this RFP.

Division Department of City Manager, Special Events and Filming

Evaluation Committee An independent committee comprised solely of representatives of the City established to review proposals submitted in response to the RFP, score the proposals, and select a vendor.

May Indicates something that is not mandatory but permissible.

RFP Request for Proposal.

Shall/Must Indicates a mandatory requirement. Failure to meet a mandatory requirement may result in the rejection of a proposal as non-responsive.

Should Indicates something that is recommended but not mandatory. If the vendor fails to provide recommended information, the City may, at its sole option, ask the vendor to provide the information or evaluate the proposal without the information.

City The City of Long Beach and any department or agency identified herein.

Subcontractor Third party not directly employed by the vendor who will provide services identified in this RFP.

Vendor Organization/individual submitting a proposal in response to this RFP.



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Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

3. SCOPE OF PROJECT

The Office of Special Events and Filming permits and regulates use of City owned property and easements for the purpose of special events and filming. Generally these permits involve equipment, lighting, and sound, early/late hours of operation, and/or temporary partial or full closure of City streets. The purpose of this RFP is to create a contract with a firm capable of providing notifications to be distributed on short notice for these permittees.

3.1 Current Process For Notification Related to Special Event and Filming Permits

Currently a city-approved contractor provides all notification services related to permits issued for special events and filming. City staff from the Office of Special Events and Filming will send the contractor an information sheet regarding the filming or special event. Upon approval from Special Events and Filming, personnel selected by the contractor are then scheduled to notify residents and/or business owners in advance of the event or filming. Notification fees are billed to the client, by the Office of Special Events and Filming, prior to or upon completion of the event or filming and the contractor shall send a monthly invoice to the Office of Special Events and Filming for payment.

3.2 Proposed Process For Notification Related to Special Event and Filming Permits

Special Events and Filming staff will contact the permittee during the application process to determine the type of activity and anticipated duration. Once Special Events and Filming staff has approved the activity, the contractor will provide City with a special events and filming notification for review by and approval from City staff. Contractor will then distribute the approved special event and filming notifications to those stakeholders and residents affected by the special events and/or filming activity. The affected resident and/or stakeholder area shall be determined by City staff and given to the contractor. Each permit that requires a notification shall be assessed a notification fee. This notification fee is based upon the size of the affected area. Notification fees are billed to the client, by the Office of Special Events and Filming, prior to or upon completion of the event or filming and the contractor shall send a monthly invoice to the Office of Special Events and Filming for payment.

It is the intent of this Request for Proposal that the Contractor selected as a result of this solicitation employ qualified, competent and experienced personnel to provide the services set forth herein. The Office of Special Events and Filming may review the work from time to time to verify accuracy, any costs charged to client(s) and evaluate the performance of the Contractor. The following items are not intended to be comprehensive or exclusive; they are merely set forth as a general outline of the work that is expected.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

3.3 Contractor's Responsibilities

- Contractor shall be on hand to attend special meetings, attend special events, and represent their company at anytime during the course of the contract at the request of the City of Long Beach. The Contractor shall be required to provide a representative to attend all necessary pre-event/filming meetings, "walk-throughs" and post event/filming debriefing meetings along with event/filming coordinators, Police, Fire, and Public Works Departments of the City.
- Contactor will prepare and submit a notification for review and approval prior to distribution.

All minimum requirements are subject to change per the Office of Special Events and Filming.

- All employees of the Contractor shall be conversant in English with the ability to communicate effectively with City and organizational staff.
- A current list of Contractors emergency contacts, with name and telephone numbers shall be provided to the City and kept current at all times.
- A price list/rate sheet for each notification broken out by number of blocks shall be submitted and used for the duration of the RFP/contract. It is imperative that the price list/rate sheet takes into consideration the amount of business the City of Long Beach is referring to the Contractor.
- All staff employed by Contractor should be easily identifiable with uniforms containing the company logo and employee name (name badge).

3.4 Customer Service / Response Times

- Contractor shall designate an experienced City approved representative to serve as the main contact person with a backup contact person that has the authority to make decisions and shall provide the Office of Special Events and Filming with all contact numbers for each person.
- Contractor shall be able to complete notification distribution within 24 hours of receiving request from the City.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

3.5 City's Responsibilities

- Provide approved requests for services in a timely manner.
- Direct permittee requests to Contractor.
- Provide documents, records and other data deemed necessary and/or useful for a special event or film permit.
- Provide a contact person for each project that can give direction to Contractor.
- The City has the right to prioritize the times and locations that need notifications.



City of Long Beach
Purchasing Division
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Long Beach CA 90802

4. **SUBMITTAL INSTRUCTIONS**

- 4.1 The City will accept questions in writing. Please submit all questions via e-mail to: yvonne.lucas@longbeach.gov by January 11, 2011 at 5:00 p.m. Responses to the questions will be posted on the City's website: longbeach.gov/purchasing under the "Bids/RFPs" tab no later than January 18, 2011, at 5:00 p.m.

4.2 RFP Timeline

<i>TASK</i>	<i>DATE/TIME</i>
Deadline for submitting questions	1/11/2011 – 5:00 p.m.
Answers to all questions submitted available	1/18/2011 – 5:00 p.m.
Deadline for submission of proposals	1/25/2011 - 11:00 a.m.
Evaluation period	1/25 – 1/31/2011
Selection of vendor	On or about 2/1/2011

NOTE: These dates represent a tentative schedule of events. The City reserves the right to modify these dates at any time, with appropriate notice to prospective vendors.

- 4.3 Vendors shall submit one (1) original proposal marked "ORIGINAL" and three (3) identical copies as follows:

City of Long Beach
Purchasing Division
Attn: Yvonne A. Lucas
333 West Ocean Blvd., 7th Floor
Long Beach, CA 90802

Proposals shall be clearly labeled in a sealed envelope or box as follows:

REQUEST FOR PROPOSAL NO. CM11-006
FOR: Notification Services Related to Special Event and Filming Activity

- 4.4 Proposals must be received by January 25, 2011 at 11:00 a.m. Proposals that do not arrive by the specified date and time WILL NOT BE ACCEPTED. Vendors may submit their proposal any time prior to the above stated deadline.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

- 4.5 The proposal should be presented in a format that corresponds to and references sections outlined below and should be presented in the same order. Responses to each section and subsection should be labeled so as to indicate which item is being addressed. For ease of evaluation, proposals should be presented in the format described within this RFP.
- 4.6 Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Expensive bindings, colored displays, promotional materials, etc., are not necessary or desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.
- 4.7 Descriptions on how any and all equipment and/or services will be used to meet the requirements of this RFP shall be given, in detail, along with any additional information documents that are appropriately marked.
- 4.8 The proposal must be signed by the individual(s) legally authorized to bind the vendor.
- 4.9 If complete responses cannot be provided without referencing supporting documentation, such documentation must be provided with the proposal and specific references made to the tab, page, section and/or paragraph where the supplemental information can be found.
- 4.10 Proposals shall be submitted in two (2) distinct parts - the **narrative/technical proposal** and the **cost proposal**. THE NARRATIVE/TECHNICAL PROPOSAL MUST NOT INCLUDE COST AND PRICING INFORMATION. The narrative/technical proposal will be reviewed first and then the cost proposal. Therefore, each part should be **packaged separately, but submitted together**.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

5. PROPOSAL EVALUATION AND AWARD PROCESS

- 5.1** Proposals shall be consistently evaluated based upon the following criteria:
- Demonstrated competence;
 - Experience in performance of comparable engagements;
 - Reasonableness of cost;
 - Expertise and availability of key personnel;
 - Financial stability; and
 - Conformance with the terms of this RFP.
- 5.2** Proposals shall be kept confidential until a contract is awarded.
- 5.3** The City may also contact the references provided in response to Section 8.3; contact any vendor to clarify any response; contact any current users of a vendor's services; solicit information from any available source concerning any aspect of a proposal; and seek and review any other information deemed pertinent to the evaluation process. The City shall not be obligated to accept the lowest priced proposal, but shall make an award in the best interests of the City of Long Beach.
- 5.4** The City reserves the right to request clarification of any proposal term from prospective vendors.
- 5.5** Selected vendor(s) will be notified in writing. Any award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing vendors unless and until an agreement is reached. If contract negotiations cannot be concluded successfully, the City reserves the right to negotiate a contract with another vendor or withdraw the RFP.
- 5.6** Any contract resulting from this RFP shall not be effective unless and until approved by the City Council.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

6. **PROJECT SPECIFICATIONS**

Not applicable.

7. **WARRANTY/MAINTENANCE AND SERVICE**

Not applicable.

8. **COMPANY BACKGROUND AND REFERENCES**

8.1 **Primary Contractor Information**

Vendors must provide a company profile. Information provided shall include:

- Company ownership. If incorporated, the state in which the company is incorporated and the date of incorporation. An out-of-state vendor must register with the State of California Secretary of State before a contract can be executed (<http://www.sos.ca.gov/business/>).
- Location of the company offices.
- Location of the office servicing any California account(s).
- Number of employees both locally and nationally.
- Location(s) from which employees will be assigned.
- Name, address and telephone number of the vendor's point of contact for a contract resulting from this RFP.
- Company background/history and why vendor is qualified to provide the services described in this RFP.
- Length of time vendor has been providing services described in this RFP to the **public and/or private sector**. Please provide a brief description.
- Resumes for key staff to be responsible for performance of any contract resulting from this RFP.

8.2 **Subcontractor Information**

8.2.1 Does this proposal include the use of subcontractors?

Yes _____ No _____ Initials _____

If "Yes", vendor must:

8.2.1.1 Identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor will perform services.

8.2.1.2 Provide the same information for any subcontractors as is indicated in Section 8.1 for the vendor as primary contractor.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

- 8.2.1.3 References as specified in Section 8.3 below must also be provided for any proposed subcontractors.
- 8.2.1.4 The City requires that the awarded vendor provide proof of payment of any subcontractors used for this project. Proposals shall include a plan by which the City will be notified of such payments.
- 8.2.1.5 Primary contractor shall not allow any subcontractor to commence work until all insurance required of subcontractor is obtained.

8.3 References

Vendors should provide a minimum of three (3) references from similar projects performed for state and/or large local government clients within the last three years. Information provided shall include:

- Client name;
- Project description;
- Project dates (starting and ending);
- Technical environment;
- Staff assigned to reference engagement that will be designated for work per this RFP;
- Client project manager name and telephone number.

8.4 Business License

The Long Beach Municipal Code (LBMC) requires all businesses operating in the City of Long Beach to pay a business license tax. In some cases the City may require a regulatory permit and/or evidence of a State or Federal license. Prior to issuing a business license, certain business types will require the business license application and/or business location to be reviewed by the Development Services, Fire, Health, and/or Police Departments. For more information, go to www.longbeach.gov/finance/business_license.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

9. COST

9.1 Vendors must provide detailed fixed prices, including out-of-pocket expenses, for all costs associated with the responsibilities and related services indicated herein. Clearly specify the nature of expenses anticipated and the amount of each category for out-of-pocket expenses.

9.2 Vendors must submit a cost per notification. The following format may be utilized:
1-100 Notifications: \$_____ per notification
101-500 Notifications: \$_____ per notification
501+ Notifications: \$_____ per notification

10. ADDITIONAL REQUIREMENTS FROM FUNDING SOURCE

Not applicable.

11. TERMS, CONDITIONS AND EXCEPTIONS

11.1 This contract will be for a period of 12 months with two annual renewal options at the option of the city. The contract term will not exceed 36 months total.

11.2 The City reserves the right to alter, amend, or modify any provisions of this RFP, or to withdraw this RFP, at any time prior to the award of a contract pursuant hereto, if it is in the best interest of the City to do so.

11.3 The City reserves the right to waive informalities and minor irregularities in proposals.

11.4 The City reserves the right to reject any or all proposals received prior to contract award.

11.5 The City shall not be obligated to accept the lowest priced proposal, but will make an award in the best interests of the City of Long Beach after all factors have been evaluated.

11.6 Any irregularities or lack of clarity in the RFP should be brought to the Purchasing Division designee's attention as soon as possible so that corrective addenda may be furnished to prospective vendors.

11.7 Proposals must include any and all proposed terms and conditions, including, without limitation, written warranties, maintenance/service agreements, license agreements, lease purchase agreements and the vendor's standard contract language. The omission of these documents may render a proposal non-responsive.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

- 11.8** Alterations, modifications or variations to a proposal may not be considered unless authorized by the RFP or by addendum or amendment.
- 11.9** Proposals which appear unrealistic in the terms of technical commitments, lack of technical competence, or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected.
- 11.10** Proposals may be withdrawn by written or facsimile notice received prior to the proposal opening time.
- 11.11** The price and amount of this proposal must have been arrived at independently and without consultation, communication, agreement or disclosure with or to any other contractor, vendor or prospective vendor.
- 11.12** No attempt may be made at any time to induce any firm or person to refrain from submitting a proposal or to submit any intentionally high or noncompetitive proposal. All proposals must be made in good faith and without collusion.
- 11.13** Prices offered by vendors in their proposals are an irrevocable offer for the term of the contract and any contract extensions. The awarded vendor agrees to provide the purchased services at the costs, rates and fees as set forth in their proposal in response to this RFP. No other costs, rates or fees shall be payable to the awarded vendor for implementation of their proposal.
- 11.14** The City is not liable for any costs incurred by vendors prior to entering into a formal contract. Costs of developing the proposals or any other such expenses incurred by the vendor in responding to the RFP, are entirely the responsibility of the vendor, and shall not be reimbursed in any manner by the City.
- 11.15** Proposal will become public record after the award of a contract unless the proposal or specific parts of the proposal can be shown to be exempt by law. Each vendor may clearly label all or part of a proposal as "CONFIDENTIAL" provided that the vendor thereby agrees to indemnify and defend the City for honoring such a designation. The failure to so label any information that is released by the City shall constitute a complete waiver of any and all claims for damages caused by any release of the information.
- 11.16** A proposal submitted in response to this RFP must identify any subcontractors, and outline the contractual relationship between the awarded vendor and each subcontractor.
- 11.17** The awarded vendor will be the sole point of contract responsibility. The City will look solely to the awarded vendor for the performance of all contractual obligations which may result from an award based on this RFP.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

- 11.18** The awarded vendor must maintain, for the duration of its contract, insurance coverages as required by the City. Work on the contract shall not begin until after the awarded vendor has submitted acceptable evidence of the required insurance.
- 11.19** Each vendor must disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict should be disclosed. The City reserves the right to disqualify any vendor on the grounds of actual or apparent conflict of interest.
- 11.20** Each vendor must include in its proposal a complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation or investigation pending which involves the vendor or in which the vendor has been judged guilty or liable. The City reserves the right to reject any proposal based upon the vendor's prior history with the City or with any other party, which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, significant failure(s) to meet contract milestones or other contractual failures.
- 11.21** The City will not be liable for Federal, State, or Local excise taxes.
- 11.22** Execution of Attachment A of this RFP shall constitute an agreement to all terms and conditions specified in the RFP, except such terms and conditions that the vendor expressly excludes.
- 11.23** The City reserves the right to negotiate final contract terms with any vendor selected. The contract between the parties will consist of the RFP together with any modifications thereto, and the awarded vendor's proposal, together with any modifications and clarifications thereto that are submitted at the request of the City during the evaluation and negotiation process. In the event of any conflict or contradiction between or among these documents, the documents shall control in the following order of precedence: the final executed contract, the RFP, any modifications and clarifications to the awarded vendor's proposal, and the awarded vendor's proposal.
- 11.24** Vendor understands and acknowledges that the representations above are material and important, and will be relied on by the City in evaluation of the proposal. Any vendor misrepresentation shall be treated as fraudulent concealment from the City of the true facts relating to the proposal.
- 11.25** No announcement concerning the award of a contract as a result of this RFP may be made without the prior written approval of the City.



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

Attachment A

CERTIFICATION OF COMPLIANCE WITH TERMS AND CONDITIONS OF RFP

I have read, understand and agree to comply with the terms and conditions specified in this Request for Proposal. Any exceptions MUST be documented.

YES _____ NO _____

AUTHORIZED SIGNATURE AND DATE

PRINTED NAME AND TITLE

EXCEPTIONS: Attach additional sheets if necessary. Please use this format.

EXCEPTION SUMMARY FORM

RFP SECTION NUMBER	RFP PAGE NUMBER	EXCEPTION (PROVIDE A DETAILED EXPLANATION)



City of Long Beach
Purchasing Division
333 W Ocean Blvd/7th Floor
Long Beach CA 90802

Attachment B

STATEMENT OF NON-COLLUSION

The proposal is submitted as a firm and fixed request valid and open for 90 days from the submission deadline.

This proposal is genuine, and not sham or collusive, nor made in the interest or in behalf of any person not herein named; the proposer has not directly or indirectly induced or solicited any other proposer to put in a sham proposal and the proposer has not in any manner sought by collusion to secure for himself or herself an advantage over any other proposer.

In addition, this organization and its members are not now and will not in the future be engaged in any activity resulting in a conflict of interest, real or apparent, in the selection, award, or administration of a subcontract.

AUTHORIZED SIGNATURE AND DATE

PRINTED NAME AND TITLE