



REQUEST FOR PROPOSAL

To Provide

**Construction Awareness Program
For
El Segundo Energy Center Pipeline**

Proposals Due

**Friday, December 9, 2011
at 2 p.m. PST**

Issued by

**WEST BASIN MUNICIPAL WATER DISTRICT
17140 S. Avalon Boulevard, Suite 210
Carson, California 90746**

Issue Date
November 15, 2011

I. REQUEST FOR PROPOSALS

Proposals are being accepted by West Basin Municipal Water District (West Basin), a Municipal Water District, for Construction Awareness Services for the El Segundo Energy Center Pipeline project.

II. INTRODUCTION

West Basin is a public agency that provides imported drinking water and recycled water to 17 cities and nearly one million people in the coastal Los Angeles area. West Basin is member agency of the Metropolitan Water District of Southern California. West Basin is committed to providing its customers and communities with water reliability, water quality, sound financial and resource management, customer service and environmental stewardship. West Basin is an internationally recognized expert in water recycling, conservation, water education and water resource management. To learn more about West Basin please visit www.westbasin.org.

III. BACKGROUND

West Basin has entered into an agreement with NRG Energy, Inc. (NRG) to provide an average flow of 30,000 gallons per day (20.8 gpm) of single-pass reverse osmosis (RO) recycled water through a 10-inch diameter pipeline. The project will travel from the intersection between El Segundo Boulevard and Eucalyptus Drive. It will travel north along Eucalyptus to Franklin Avenue where the alignment will remain in the westerly direction until it reaches Loma Vista Street. At this intersection, the alignment travels north to Grand Avenue where again the alignment will continue a westerly direction. The alignment will then travel south on Vista del Mar to terminate at NRG's El Segundo Energy Center LLC (ESEC), located at 301 Vista Del Mar, El Segundo, CA. The alignment passes through portions of both the City of Los Angeles and City of El Segundo. There will be commercial, residential, and industrial zones that will be encroached. Construction is expected to take place from March/April 2012 through November 2012. For a detailed map of the project alignment please see "Exhibit D".

West Basin's construction awareness program's (CAP) purpose is to implement a proactive communications awareness strategy to inform impacted communities during construction project implementation. The program notifies impacted residents, businesses and entities, in a timely manner, of potential construction disruptions and offers appropriate solutions. The CAP works in collaboration with the project construction team to develop and disseminate public information to facilitate communication during the pre-construction and construction phases to ensure successful completion of the project with minimal impact to the community.

The consultant shall provide construction awareness and community outreach support to West Basin and associated agency representatives as part of West Basin's recycled water program. CCAPC shall assist in the execution of one (1) recycled water pipeline construction project: the El Segundo Energy Center LLC (ESEC) Pipeline located in the City of El Segundo, California.

IV. SCOPE OF SERVICES AND PROJECT GOAL

The CAP consultant will furnish all professional community outreach services necessary to West Basin during the construction of the above-described project, including development and implementation of a Construction Awareness Program and program materials.

The consultant will provide a strategy for the dissemination of project information in a timely manner and involvement of residents, businesses, all relevant jurisdictions, agencies, officials, schools and community organizations during pre-construction and construction phases. The CCAPC shall provide support and assist West Basin in implementation of construction awareness. For a complete description of all required services and deliverables, please see the attached detailed Scope of Services (Exhibit "A")."

The goal of the construction awareness program is to implement a proactive strategy to inform the community along the alignments of the ESEC Pipeline, in a timely manner, of potential construction disruptions and offer appropriate remedies. The consultant will work in collaboration with the project construction team to develop and disseminate public information to facilitate communication during the pre-construction and construction phases to ensure successful completion of the project with minimal opposition from impacted communities.

V. GENERAL PROPOSAL INFORMATION

1. Respondents are encouraged to carefully review this RFP in its entirety prior to preparation of their Proposals.
2. All Proposals submitted will become the property of West Basin.
3. Respondent may modify or amend its Proposal only if West Basin receives the amendment prior to the deadline stated herein for receiving Proposals.
4. A Proposal may be considered non-responsive if conditional, incomplete, or if it contains alterations of form, additions not called for, or other irregularities that may constitute a material change to the Proposal.

5. Proposal Validity – Proposals must be valid for a period of at least twelve (12) months from the closing date and time of this solicitation. Proposals may not be withdrawn after the submission date.
6. Pre-Contractual Expenses – West Basin shall not, under any circumstance, be liable for any pre-contractual expenses incurred by Respondents in the preparation of their Proposals. Respondents shall not include any such expenses as part of their Proposals. Pre-contractual expenses are defined as expenses incurred by the Respondent in preparing its Proposal in response to this solicitation; submitting that Proposal to West Basin; negotiating with West Basin any matter related to the Proposal; and, any other expenses incurred by the Respondent prior to the date of award and execution of an Agreement.
7. Right to Audit – Following execution of an agreement and for a period of three years following the completion of the services, West Basin will have the right to audit the successful Respondent's (Awardee's) invoices and all supporting documentation generated in performance of services under the agreement.
8. Confidentiality – Confidentiality of Proposals is subject to the following:
 - West Basin is subject to the Public Records Act, California Government Code Section 6250 et. seq. As such, all required submittal information is subject to disclosure to the general public.
 - Respondent may provide supplemental information exempt from public disclosure under Gov. Code § 6254, including "trade secrets" under Evidence Code § 1060. Such supplemental information shall not be material to the required submittal information and West Basin shall be under no obligation to consider such supplemental information in its evaluation.
 - If submitting confidential, supplemental information, such information shall be submitted on a different color paper than, and bound separate from, the rest of the submittal, and shall be clearly marked "Confidential." Upon completion of its evaluation, West Basin will destroy any confidential, supplemental information submitted, or return such information to Respondent if so requested.
9. West Basin reserves the right to:
 - Reject any or all Proposals;
 - Select the Proposal most advantageous to West Basin;
 - Verify all information submitted in the Proposal;
 - Withdraw this solicitation at any time without prior notice and furthermore, makes no representations that any contract will be awarded to any Respondent responding to this solicitation;

- Award its total requirements to one Respondent or to apportion those requirements among two or more Respondents as West Basin may deem to be in its best interests;
- Negotiate the final contract with any Respondent(s) as necessary to serve the best interests of West Basin;
- Amend this solicitation;
- Amend the final contract to incorporate necessary attachments and exhibits or to reflect negotiations between West Basin and the successful Respondent.

VI. ANTICIPATED PROPOSAL SCHEDULE

This solicitation is subject the following schedule:

• Solicit proposals	November 15, 2011
• Pre-Proposal Conference	November 22, 2011 at 8 a.m.
• Last day for Respondent comments or questions	December 2, 2011 at 2 p.m.
• Proposals due	December 9, 2011 at 2 p.m.
• Candidate Interviews / Presentations	December 15 & 16, 2011
• Notice of Recommended Award	January 6, 2012
• Recommendation to the Board of Directors	January 23, 2012

* Pre-Proposal Conference

A Pre-Proposal Conference is scheduled for Tuesday, November 22, 2011 at 8 a.m. at West Basin's District Office in Carson, CA. **Attendance is optional.**

VII. RESPONDENT QUESTIONS, REQUESTS FOR CLARIFICATION, AND EXCEPTIONS

In the event that the Respondent has any questions, requests for clarification, or wishes to take any exceptions regarding any part of this solicitation or its attachments, the Respondent should notify West Basin with their concerns no later than December 2, 2011 by 2 p.m., as noted above. West Basin's responses will be delivered in the form of an addendum to this solicitation. Only the prospective Respondents that attended the mandatory Pre-Proposal Conference will receive the addenda prepared to supplement this solicitation.

So that all Respondents will continue to have a fair and equal opportunity in this solicitation, an exception(s) will only be considered to correct errors or if all proposals submitted take exactly the same exception(s). West Basin's consideration of any exception shall not, in any way, be construed as West Basin's intent to grant said exception. Exceptions will be evaluated on a case by case basis and will be granted only to correct errors in the documentation or when it is deemed to be in the best interest of West Basin.

VIII. PROJECT ADMINISTRATION

Questions regarding any aspect of this solicitation should be directed to West Basin's Project Manager. The Project Manager for this engagement is:

Project Manager: Alexis Tate
Phone: (310) 660-6218
Email: alexist@westbasin.org

IX. PROPOSAL INSTRUCTIONS

A. Packaging

Proposals shall be enclosed in a sealed package(s). Respondent's name and address shall appear in the upper left-hand corner of the package. All Proposals shall be identified with Solicitation No. (from the Network Bid System) legibly written on the outside of the package(s). If multiple packages are submitted, each package must be legibly numbered (i.e., 1 of 3, 2 of 3, etc).

B. Submittal

1. Respondent shall submit **one** (1) hard copy original, in a three ring binder clearly marked **original** on the outside cover containing an original "ink" signature. Respondent shall also submit four (**4**) hard copies in separate three-ring binders, and one (1) separate CD ROM containing the Proposal in a PDF or WORD format to the following address:

West Basin Municipal Water District
17140 S. Avalon Blvd., Suite 210
Carson, CA 90746-1296
Attn: Alexis Tate, Chief Public Information Officer

2. Proposals are due no later than **2:00 PM Pacific time, December 9, 2011.**
Proposals received after the deadline will not be considered.

3. West Basin will not be responsible for submittals that are delinquent, lost, mis-marked, sent to an address other than the address provided above, or sent by mail or courier service and not signed for by West Basin.

C. Response Requirements

1. The information requested below will be used to evaluate the Respondent's Proposal. Respondents may be deemed non-responsive if they do not respond to all Sections, A through L (below).

2. Proposals must be prepared simply and economically, providing a straightforward, concise description of methodology and approach to satisfy the requirements of this solicitation. Emphasis should be on completeness and clarity of content with sufficient detail to allow for accurate evaluation and comparative analysis.

3. Respondent's Proposal shall be clear, concise, accurate, and comprehensive.
Excessive or irrelevant materials will not be favorably received.

4. The **hardcopy Proposals** shall be three-hole punched and placed in separate three-ring binders. They shall be organized in separate sections tabbed with corresponding letters and related headings in the order presented below:

- a) Executive Summary Letter
- b) Validity of Proposal
- c) Acceptance
- d) Statement of Insurance Compliance
- e) Minimum Requirements
- f) Qualifications, Capabilities, and Experience
- g) Key Personnel
- h) Technical Approach and Methodology
- i) References
- j) Cost Proposal
- k) Subconsultants
- l) Financial Information

a) Executive Summary Letter

This letter shall be a brief formal letter from Respondent that provides information regarding the firm and its ability to perform the requirements of this solicitation. This letter must include the following information: complete legal company name (as it should appear in a contract), address, contact person, telephone number, and **e-mail address**. This letter shall identify all materials and enclosures being forwarded in response to this solicitation.

The letter must be signed by an individual authorized to bind the proposing entity or by the two corporate officers authorized to bind the proposing entity as set forth in the California Corporations Code. A proposal submission with an unsigned Executive Summary Letter may result in the proposal being considered non-responsive.

b) Validity of Proposal

Responses to this RFP shall be valid for a minimum of twelve (12) months. Submissions not valid for at least twelve (12) months will be considered non-responsive. The Respondent shall state the length of time for which the submitted proposal shall remain valid.

c) Acceptance

An Acceptance Letter (Exhibit "C" attached) has been attached to this solicitation. This Acceptance Letter is to be completed and signed by the Respondent and shall be submitted with the Respondent's proposal.

d) Statement of Insurance Compliance

Respondent shall state herein their willingness and ability to provide the required insurance coverage and Accord insurance form. Insurance requirements are listed in Section XI herein and in the Sample Agreement (Exhibit "B"). West Basin will request the actual Accord insurance form and associated documentation when recommendation for award is made.

e) Minimum Requirement(s)

In addition to demonstrating that it meets the minimum requirements, Respondent shall affirm that it meets the minimum requirement by including the following statement: *"I certify that I meet the minimum requirements of this solicitation."* Respondent's Proposal may be deemed non-responsive if these minimum requirement(s) are not met. The minimum requirements are defined in the Scope of Services (Exhibit "A").

f) Qualifications, Capabilities, and Experience

Respondent shall provide a brief discussion of its qualifications and capabilities to perform work similar in nature to the services requested herein. Respondent shall provide a brief discussion of its previous experience with engagements that are the same or similar in nature to the services requested herein.

g) Key Personnel

Respondent shall provide the names, resumes, and a statement of qualifications of key personnel who are expected to be assigned to this project and shall identify their specific responsibilities.

h) Technical Approach and Methodology

Respondent shall provide a discussion of ways to maximize benefits or services to West Basin as well as discuss objectives, recommendations and solutions. Respondent shall provide a project schedule and timeline by task illustrating key deliverables. Respondent is encouraged to identify and recommend any improvements/enhancements for the proposed service, as well as highlight any other issues Respondent deems appropriate.

i) References

Respondent shall provide a minimum of three (3) references from different clients for engagements performed in the last five (5) years where the services provided were the same or similar nature to the services requested herein.

Respondent's Reference Information should include:

- Client's name, contact person, contact person's responsibility and relationship to the project, address and telephone number.
- A description of the type and extent of the services provided by Respondent to the client.
- Names of key personnel on Respondent's team that participated in named projects and their specific responsibilities
- Completion dates (estimated, if not yet completed)
- Total fees received (or projected)
- Total costs of completed project

j) Subconsultants List

Respondent shall submit a complete list of all subconsultants they intend to utilize in the provision the services requested in this solicitation.

k) Price Proposal

Respondent shall submit a cost proposal for the services requested in this solicitation. West Basin may accept and incorporate the submitted Cost Proposal as part of the award/agreement process without further negotiation or, alternatively, may use it as the basis for negotiations. Consequently, Respondents are encouraged to provide their best pricing terms. Please provide a time and material rate schedule.

l) Financial Information

If selected, Respondent may be requested to submit a complete financial statement for the two most recent years, prepared in accordance with generally accepted accounting principles. The financial statement must include a balance sheet and income statement. Respondent must be prepared to substantiate all information provided. Respondent must indicate herein Respondent's willingness to provide this information.

X. LOCAL BUSINESS ENTERPRISE PROGRAM

West Basin encourages the utilization of businesses within its service area. To promote the participation of local business enterprises in the competitive selection process, West Basin provides incentives to local businesses. A Local Business Enterprise is defined as follows:

Local Business Enterprise – to be considered as a local business enterprise, a firm must provide evidence the firm is located at a fixed commercial or residential address where administrative, clerical, professional or other productive work is performed relative to its commercial purpose. The firm must be located within the District’s service area for a minimum of one year.

All proposals for services over \$25,000.00 value will be evaluated on a 100-point scale. A value of three additional points will be added to the evaluation scores of Local Business Enterprises who propose, as prime contractors, on services contracts. If a non-local prime contractor includes a Local Business Enterprise as a subcontractor in its proposal a value of up to three points may be added to the evaluation score of the non-local prime contractor. Points will be awarded based on the relationship the percentage dollar amount of the contract that will be performed by the Local Business Enterprise bears to the three preference points. For example, if a contract is worth \$100,000.00, and the non-local prime contractor uses a local subcontractor who will perform \$25,000.00 worth of work, the respondent’s proposal will enjoy a preference of .75 points (.25 x 3 points).

In the event the proposed services will be evaluated on a price basis only, the proposals of Local Business Enterprises will be reduced by up to 3% based on the percentage Local Business Enterprise participation consistent with the policy described in the paragraph above. If, after this adjustment, the Local Business Enterprise is determined to be the most competitive proposal, the actual contract amount will be the amount originally proposed by the Local Business Enterprise.

XI. SELECTION PROCESS

A selection panel comprised of West Basin staff and an outside panelist will review the proposals and consider the following factors to select the most qualified Respondent:

- Proposals will be examined for compliance with all the requirements in the sections of this RFP. Proposals that do not comply will be subject to disqualification without further consideration.
- Oral presentations, written questions for further clarifications and/or site visits may be required of some or all candidates.
- Final scoring will be based on a predefined method. Proposals with the highest scores will then be evaluated for a final award.
- West Basin will provide the candidates with a written notice of the recommendation the staff will present to the Board. The notice will allow any such consultant a chance to address the Board at the next meeting at which the Board plans to authorize the agreement.

Weighted Evaluation Criteria:

Completeness of the proposal	10%
Evaluation of staff & experience	30%
Capability to meet project requirements	30%
Experience in construction awareness programs	20%
Flexibility	5%
Experience working within City of El Segundo	5%

Based on review of the proposals, a short list of Respondents will be selected to participate in an interview / presentation. Short-listed Respondents must be prepared to give their presentation as soon as five (5) business days following the request by West Basin. The interview / presentation will afford the Respondent an opportunity to present the key personnel assigned to the engagement and discuss their qualifications. The selection panel may ask questions about the Respondent's written Proposal and other issues regarding their proposed Scope of Services. Presentations will be evaluated and a successful Respondent will be selected for recommendation of contract award. The selection panel will recommend the firm that provides the best overall value to West Basin. Contract award is subject to the approval of West Basin's Board of Directors.

By submitting responses to this solicitation, respondents understand and agree that West Basin may award a contract to a firm whose approach exceeds or varies from the requirements listed. West Basin will be the sole judge of which proposal best satisfies the needs of West Basin.

Negotiations regarding agreement terms, conditions, scope of services, and pricing may or may not be conducted with the selected Respondent. Therefore, Proposals submitted should contain<represent> the Respondent's most favorable terms and conditions<offering>, since the selection and award may be made without discussion with any Respondent. If West Basin engages the Respondent in negotiations and satisfactory agreement provisions cannot be reached, then negotiations may be terminated. West Basin may elect to contact another firm submitting a Proposal. This sequence may continue until an agreement is reached.

XII. SAMPLE AGREEMENT AND INSURANCE REQUIREMENTS

A Sample Agreement has been attached (Exhibit "B") for your review. This agreement is representative of the agreement that will be executed upon award to the successful Respondent. Submission of your proposal in response to this solicitation constitutes your acceptance of all terms and conditions set forth in this sample agreement.

The successful Respondent shall procure and maintain, for the duration of the agreement insurance against claims for injuries to persons or damages to property arising from or in connection with the performance of the work performed. The successful Respondent shall provide the following coverage:

Commercial General Liability	\$1,000,000
Business Automobile Liability	\$1,000,000
Workers' Compensation	\$1,000,000

Prior to the start of work, the successful Respondent shall provide evidence of insurance from an insurer(s) certifying to the coverage, including an endorsement naming West Basin as an additional insured covering both the Respondent's ongoing operations and completed operations. For a complete description of the insurance requirements, please see Section 14 of the Sample Agreement (Exhibit "B").

EXHIBITS:

- Exhibit A – Detailed Scope of Services
- Exhibit B – Sample Services Agreement
- Exhibit C – Sample Acceptance Letter
- Exhibit D – Map of Project Alignment