

CITY OF LOS ANGELES

CALIFORNIA



ERIC GARCETTI
MAYOR

April 6, 2022

BUREAU OF SANITATION

BARBARA ROMERO
DIRECTOR AND GENERAL MANAGER

TRACI J. MINAMIDE
CHIEF OPERATING OFFICER

LISA B. MOWERY
CHIEF FINANCIAL OFFICER

JULIE ALLEN
NICOLE BERNSON
MAS DOJIRI
JOSE P. GARCIA
ALEXANDER E. HELOU
ASSISTANT DIRECTORS

TIMEYIN DAFETA
HYPERION EXECUTIVE PLANT MANAGER

1149 SOUTH BROADWAY, 9TH FLOOR
LOS ANGELES, CA 90015
TEL: (213) 485-2210

BOARD OF PUBLIC WORKS MEMBERS

AURA GARCIA
PRESIDENT

M. TERESA VILLEGAS
VICE PRESIDENT

DR. MICHAEL R. DAVIS
PRESIDENT PRO TEMPORE

VAHID KHORSAND
COMMISSIONER

VACANT
COMMISSIONER

DR. FERNANDO CAMPOS
EXECUTIVE DIRECTOR

ELECTRONIC MAIL

To: 24 Pre-Qualified On-Call Contract Consultants of LA Sanitation

LA SANITATION ON-CALL CONSULTANT SERVICES CONTRACT ISSUANCE OF TOS SN-139 – STORMWATER PROGRAM PUBLIC EDUCATION & COMMUNITY OUTREACH

LA Sanitation (LASAN) is soliciting responses from 24 Prime Consultants on the Pre-Qualified On-Call List. Attached are details of required services for the Task Order Solicitation (TOS). To be considered responsive, Prime Consultants must attend a **mandatory** virtual pre-proposal meeting to be held on:

Date and Time: Wednesday, April 20, 2022, from 10:00 A.M. to 11:00 A.M.
Location: Virtual: meet.google.com/cxg-niby-uzu
By Phone: (US) +1 617 675-4444 (PIN: 485 327 656 7873#)
LABAVN ID: See LABAVN Opportunity ID: 202503

All questions regarding this TOS before the meeting must be submitted in writing via e-mail to:

- Ms. Joyce Amaro, joyce.amaro@lacity.org
- Ms. Wanda Epps, san.oncall@lacity.org

Please note that inviting your subcontractors to the meeting is optional.

The deadline for proposal submission is Thursday, June 2, 2022, before 2:00 P.M. If your firm is interested in this TOS, please submit a proposal via e-mail by the indicated due date to the following LASAN staff:

- Ms. Joyce Amaro, joyce.amaro@lacity.org
- Ms. Wanda Epps, san.oncall@lacity.org

Thank you for your interest and we look forward to receiving your response to this TOS. Should you decide not to submit a proposal, a **negative response is requested** with a brief explanation of the reason. Your decision to not submit a proposal will not affect your eligibility for future work.

Sincerely,

Nancy Lantin, Sr. Management Analyst II
On-Call Contracts Representative
Administration Division
LA Sanitation and Environment

zero waste • zero wasted water

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

NL:wae

Attachment: Scope of Services

c: Master Files
Michael Scaduto, LASAN
Alfredo Magallanes, LASAN
Joyce Neal Amaro, LASAN
Mo English, LASAN
Jeffrey Zimmitti, LASAN

**City of Los Angeles
LA Sanitation and Environment (LASAN)**

On-call Consultant Services Contract

Task Order Solicitation (TOS) SN-139 for

Stormwater Public Education and Community Outreach

April 2022

1. Introduction

LA Sanitation and Environment (LASAN), the City of Los Angeles' (City) lead agency for watershed management and protection, is responsible for two major programs:

- (1) Ensuring the City of Los Angeles' compliance with 2021 MS4 NPDES PERMIT NO. CAS004004 adopted by the California Regional Water Quality Control Board, Los Angeles Region on July 23, 2021, which went into effect on September 11, 2021 and which includes public information and participation program (PIPP) requirements.
- (2) Overseeing and administering the City of Los Angeles' Safe Clean Water Program (SCWP), which includes the development, construction and maintenance of multi-benefit projects with water capture and water quality goals, and related community outreach and engagement requirements.

As a result, it is necessary for LASAN to develop, implement and oversee an MS4 NPDES Permit-required public education program and a community outreach and engagement program for the Safe Clean Water Program and its related projects.

2. Scope of Services

LASAN is soliciting for a qualified consultant firm to provide as-needed support, services and guidance on the Watershed Protection Program's Public Education Program and the Safe Clean Water Program's Community Outreach and Community Engagement activities to ensure the City of LA's compliance with federal, state and local requirements.

This work shall include, but not be limited to:

- Creating opportunities for public engagement in stormwater planning and program implementation and raising public awareness of storm water program benefits and needs;
- Conducting educational activities and public information activities to facilitate storm water pollution prevention and mitigation;
- Focusing on priority water quality issues as identified by the City in Los Angeles watersheds (Upper Los Angeles River, Central Santa Monica Bay and South Santa Monica Bay);

- Reviewing LASAN's current Watershed Protection Program's public education elements and building upon/expanding past programs/activities such as the "Discover Your Watershed Moment" campaign;
- Developing programs and activities that will change the polluting behavior of Angelenos to reduce pollutants flowing into LA's rivers, creeks, lakes, bays and ocean;
- Developing and implementing specific program elements for NPDES Permit-identified requirements (e.g. online outreach, point of purchase, school education, business outreach and municipal employee training); and,
- Developing measurements of effectiveness for each developed and implemented program element to ensure the City's compliance with 2021 NPDES MS4 Permit Public Information and Public Participation requirements.

The qualified consultant shall also provide support services and guidance on conducting project-specific community outreach and engagement activities as mandated by LA County's Safe Clean Water Program to ensure the City's compliance with program requirements. This work shall include, but not be limited to:

- Assisting with project-specific community outreach and engagement (e.g. online outreach, community outreach and engagement meetings, translation services, development of project outreach materials) for regionally proposed projects;
- Soliciting and securing community support for specific proposed regionally-funded projects;
- Collaborating with LA County watershed coordinators on outreach and engagement needs and activities for City of Los Angeles projects; and
- Educating residents about the Safe Clean Water Program and the program's benefits to the Los Angeles region and residents.
- Assist with Safe Clean Water Program goals and objectives, as directed.

Such support services shall be on an as-needed and as-directed basis. The following provides more details regarding the services required from the qualified consultant:

Task 1: NPDES MS4 Permit - Online Outreach

- a. Review the current online outreach program, including active social media accounts and content, and recommend modifications/changes to improve/expand the program.
- b. Distribute public informational/educational materials using online and virtual method(s) that will most effectively reach the public and promote behavioral change and achieve the program's objectives.
- c. Maintain and expand the LASAN's Watershed Protection Program's online presence, which includes but is not limited to the creation of content for web pages on LASAN's website; the creation and distribution of a quarterly e-newsletter; the creation of content and administration of a Facebook page, an Instagram feed, a Twitter feed and a YouTube channel.

Deliverables:

- Quarterly e-newsletter content and distribution to subscribers
- Bi-monthly blog articles
- Weekly social media posting schedule

- Daily monitoring of social media account activity

Task 2: NPDES MS4 Permit - Pollutant-Specific Outreach

- a. Review the current pollutant-specific outreach program, including methods and materials, and recommend modifications/changes to improve/expand the program.
- b. Develop a pollutant-specific outreach program with public information materials using method(s) that will most effectively reach the public and promote behavioral change and achieve the NPDES MS4 Permit's objectives regarding pollutant-specific outreach requirements.
- c. Support and provide guidance to LASAN staff in developing, implementing and maintaining a retail and commercial point-of-purchase (POP) program targeting identified pollutants of concern (fertilizers, pesticides, paint, bacteria) in home improvement stores, hardware stores, paint stores, landscape/gardening centers, pet shops, veterinarians, groomers, pet boarding facilities.

Deliverables:

- Identification of retail stores and facilities for POP program outreach
- Maintenance of database of identified retail stores and facilities for POP outreach
- Development and maintenance of POP in-store outreach materials
- Schedule for the visitation and maintenance of POP outreach materials in retail stores

Task 3: NPDES MS4 Permit - School Education

- a. Review and evaluate current environmental elementary, middle and high school education programs being conducted by governmental agencies and non-governmental organizations in LA County.
- b. Recommend LASAN's partnership and/or support of current/ongoing environmental education programs.

Deliverables:

- Support for a pre-existing elementary school education program.
- Support for/partnership with pre-existing middle and high school education programs.
- Development and maintenance of a program that makes outreach materials available to schools and teachers.

Task 4: NPDES MS4 Permit - Business Outreach

- a. Review and evaluate current LASAN Business Assistance Program, business inspection program and current best management practices outreach materials for message appropriateness and updating.
- b. Recommend methods for incorporating pollution prevention and best management practices and messaging into pre-existing and ongoing LASAN programming and the business inspection program.

Deliverables:

- Plan for incorporating pollution prevention and best management practices messaging into current LASAN business assistance and business inspection programs.
- Review and updating of applicable best management practices outreach materials (e.g. pamphlets, posters, etc.)

Task 5: NPDES MS4 Permit - Municipal Employee Training

- a. Review the developed script and quizzes for seven employee training modules.
- b. As necessary, assist LASAN staff with the filming and editing of municipal employee training video modules to be uploaded onto the City of Los Angeles Personnel Department's online Cornerstone training portal.
- c. Assist with the development of a reporting mechanism for City departments as required by the NPDES MS4 Permit.
- d. Additional as-needed services as determined by the Project Manager.

Deliverables:

- Seven (7) training modules and quizzes filmed, edited and uploaded to the City of LA's Personnel Department's online Cornerstone training portal.
- Reporting mechanism to ensure compliance with NPDES MS4 Permit requirements as they relate to the training of municipal employees.

Task 6: NPDES MS4 Permit - Program Reporting and Evaluation

- a. Develop a quarterly report on MS4 Permit PIPP activities and programs to be submitted to LASAN, Watershed Protection Program staff.
- b. Assist and support LASAN staff in the creation of and submission of a bi-annual report to the California Regional Water Quality Control Board, Los Angeles Region on PIPP activities for the 2021 NPDES MS4 Permit.
- c. Develop metrics for measuring the effectiveness of the activities developed and implemented in each of the tasks listed above.
- d. Document and track the following information on activities implemented:
 - Activity and/or Program
 - Date(s) of Activity and/or Program;
 - Method of Dissemination;
 - Targeted Pollutant;
 - Targeted Behavior;
 - Targeted Audience;
 - Culturally Effective Method(s); and
 - Metric utilized for measuring effectiveness.
- e. Additional as-needed services as determined by the Project Manager.

Deliverables:

- Quarterly report on program activities.
- Annual MS4 NPDES Permit report on program activities.
- Annual plan and annual report for SCWP community outreach and engagement activities.

- Measurement of effectiveness for each of the tasks listed above that documents and tracks the above-mentioned information on all public education and community outreach and engagement activities.

Task 7: Safe Clean Water Program - Community Outreach and Engagement

- Assist LASAN staff in conducting community outreach and engagement activities for the Safe Clean Water Program and proposed projects (e.g. community meetings/webinars, tablings) on an as-needed basis.
- Assist LASAN staff in securing community support for proposed regionally-funded projects (e.g. securing letters of support, identifying and securing speakers voicing support at Watershed Area Steering Committee meetings).
- Assist LASAN staff in attending community events (environmental fairs, information fairs, farmer's markets) to staff Watershed Protection Program tables/booths on an as-needed basis.
- Assist LASAN staff with translation services at project-specific community information meetings and the translation of outreach materials into needed languages, including: Armenian, Simplified Chinese, Farsi, Hindi, Japanese, Khmer, Korean, Russian, Spanish, Tagalog, Thai, and Vietnamese.
- Additional as-needed services as determined by the Project Manager.

Deliverables:

- Staff available to staff tables and/or booths at identified events.
- Letters of support from CBOs/NGOs for proposed regional projects.
- Translation services for printed outreach materials and virtual and/or in-person project-specific community meetings, webinars and/or workshops.

3. Safe Clean Water Municipal and Regional Requirements

The selected consultant(s) will be required to meet the Los Angeles County Flood Control District (LACFCD) Safe Clean Water Municipal Transfer Agreement (**Attachment B**, incorporated herein by reference) provisions for this TOS, which is being fully/partially funded with Safe Clean Water funds.

Community outreach and engagement is a required element of the LA County Safe Clean Water Program (SCWP). Requirements include:

- Community Outreach - Activities include online media outreach, local media outreach and grassroots outreach, as appropriate
- Community Engagement - Activities include council, commission or committee meetings where public input is invited; or at festivals, fairs or open houses.

The SCWP requires the following in regards to the executed Municipal Transfer Agreement:

- Submission of an Annual Plan that includes a description of the stakeholder and community outreach/engagement activities anticipated to be funded with the SCWP municipal disbursement;

- Documentation of the community outreach and engagement utilized for and/or achieved with the SCWP municipal disbursement described in the submitted Annual Plan;
- Submission of a projected budget for community outreach and engagement activities.

Community outreach and engagement activities are based on project cost:

SCWP Project Cost	Required Activity 1	Required Activity 2
Project is up to \$2,000,000	One outreach activity OR one engagement activity	Not applicable
Project is up to \$10,000,000	One outreach activity	One or more engagement activities
Project is more than \$10,000,000	One outreach activity	Two or more engagement activities
Project Operations and Maintenance	Biennial outreach activities	

Consultants seeking additional information regarding the requirements of the Safe Clean Water Program may visit the LA County Flood Control District’s program website at <https://safecleanwaterla.org/>.

4. **Stormwater Public Education Program Resources**

The following are links to resources, which relate to the scope of work:

- [National Pollutant Discharge Elimination System \(NPDES\) MS4 Permit, Public Information and Participation Program Requirements](#)

Note: Public Information and Participation Program requirements begin on page 44.

- [Los Angeles County Flood Control District Safe Clean Water Program](#)

- LASAN Watershed Protection Program and Get Involved web pages:

www.lacitysan.org/watershedprotection
www.lacitysan.org/watershedactions

- Los Angeles County/City of Los Angeles Safe Clean Water Program Municipal Transfer Agreement (**Attachment B**, incorporated herein by reference)
- 2018-19 NPDES Public Information and Participation Program Annual Report (**Attachment C**)

Note: The annual report for 2018-19 is included because this was the last year that the program included its full range of programming. COVID negatively impacted programming in 2020 and 2021.

- f. Public Outreach Materials: To receive physical copies of stormwater public outreach materials via US mail, please e-mail your request to Joyce Amaro at joyce.amaro@lacity.org.
- g. LA Stormwater e-newsletter: To receive an electronic copy of the Winter 2022 e-newsletter, please e-mail your request to Joyce Amaro at joyce.amaro@lacity.org.
- h. Social Media:
 - Facebook: www.facebook.com/lastormwaterprogram
 - Instagram: www.instagram.com/lastormwater
 - Twitter: www.twitter.com/LAStormH2O
 - YouTube: www.youtube.com/lastormwaterprogram
 - Blog: www.lacitysan.org/san/faces/home/service/blogs-landing

5. COVID Vaccination Requirement for Consultants/Contractors

For the purposes of this section the terms contractor and consultant are interchangeable and deemed to have the same meaning; and the terms subcontractor and subconsultant are interchangeable and deemed to have the same meaning.

Employees of Contractor and/or persons working on its behalf, including, but not limited to, subcontractors (collectively, "Contractor Personnel"), while performing services under this Agreement and prior to interacting in person with City employees, contractors, volunteers, or members of the public (collectively, "In-Person Services") must be fully vaccinated against the novel coronavirus 2019 ("COVID-19"). "Fully vaccinated" means that 14 or more days have passed since Contractor Personnel have received the final dose of a two-dose COVID-19 vaccine series (Moderna or Pfizer-BioNTech) or a single dose of a one-dose COVID-19 vaccine (Johnson & Johnson/Janssen) and all booster doses recommended by the Centers for Disease Control and Prevention. Prior to assigning Contractor Personnel to perform In-Person Services, Contractor shall obtain proof that such Contractor Personnel have been fully vaccinated. Contractor shall retain such proof for the document retention period set forth in this Agreement. Contractor shall grant medical or religious exemptions ("Exemptions") to Contractor Personnel as required by law. If Contractor wishes to assign Contractor Personnel with Exemptions to perform In-Person Services, Contractor shall require such Contractor Personnel to undergo weekly COVID-19 testing, with the full cost of testing to be borne by Contractor. If Contractor Personnel test positive, they shall not be assigned to perform In-Person Services or, to the extent they have already been performing In-Person Services, shall be immediately removed from those assignments. Furthermore, Contractor shall immediately notify City if Contractor Personnel performing In-Person Services (1) have tested positive for or have been diagnosed with COVID-19, (2) have been informed by a medical professional that they are likely to have COVID-19, or (3) meet the criteria for isolation under applicable government orders.

6. Term of Engagement and Cost Estimate

The term of engagement is from the issuance date of the Notice to Proceed (NTP) through July 22, 2024. It is estimated that the cost ceiling for this TOS is approximately \$1,100,000.

7. Solicitation Schedule (Tentative)

- Issue Task Order SolicitationDate of Cover Letter.
- Receive Solicitation Responses.....As indicated in Cover Letter.
- Conduct Interviews if necessary.....12 weeks after issuance of TOS.
- Select and Negotiate.....14 weeks after issuance of TOS.
- Execute Task Agreement Form.....16 - 24 weeks after issuance of TOS.

- **Estimated Project Start Date: January 1, 2023**

8. Solicitation Response Requirements

Solicitation Responses shall not exceed twenty (20) pages, exclusive of cover, dividers and resumes. Solicitation Responses shall be submitted to the following LASAN staff via email, no later than 2:00 p.m. on the proposal due date indicated in the cover letter:

- Joyce Amaro, joyce.amaro@lacity.org
- Wanda Epps, san.oncall@lacity.org

Solicitation Responses shall include:

- Resume demonstrating that the candidate is capable of meeting the requirements of the Scope of Work. Resume shall include work experience history with dates, and references from past employers, owners, and/or organizations.
- Provide a proposed individual cost breakdown by tasks.
- Provide a breakdown of estimated time for completion of task.
- Proposed Billing Salary Rate Summary for the proposed candidate with all respective direct and indirect costs, markups, expenses, overhead rates and profit. (See Attachment A).
- MBE/WBE/SBE/EBE/DVBE/OBE subcontractors utilized and the percent utilization. (See Attachment A)

Note: Department of Public Works only recognizes:

- MBE/WBE certifications certified by City of LA – Bureau of Contract Administration (LABCA), LA County Metropolitan Transportation Authority (MTA), CalTrans, The Southern California Minority Supplier Development Council (SCMSDC), or Women's Business Enterprise National Council (WBENC)-WEST; and any member of California Unified Certification Program (CUCP); and
 - SBE/EBE/DVBE certifications certified by LABCA or State of California – Department of General Services (CA-DGS)
 - A firm can only be a MBE or WBE (not both) for a pledged amount
 - A firm with multiple certifications is acceptable (i.e., a MBE/SBE/EBE/DVBE firm will fulfill 4 of 6 required categories)
- Provide a copy of valid MBE/WBE/SBE/EBE/DVBE Certifications of MBE/WBE/SBE/EBE/DVBE subcontractors utilized.

- If a subconsultant needs to be added to Schedule A, use Mini Outreach Subconsultant Phone Log template uploaded to LABAVN for this TOS.
- Statement pertaining to the candidate's availability.

9. Selection Criteria

The selection team will evaluate the proposals using the following criteria:

- A. **Consultant Qualifications, Experience, and Expertise**
- Proven capability in developing, creating and implementing stormwater public education and community outreach and engagement programs.
 - Capability, and experience in providing the Scope of Services as demonstrated by the proposal.
 - Expert knowledge and experience in issues related to stormwater as well as City operations and practices in relation to stormwater pollution prevention.
 - Expert knowledge, experience and proven track record with identified target audiences - dog owners, gardeners, DIY homeowners, automotive DIYers, students and teachers, community based organizations and community stakeholders.
 - Proven capability in conducting public education, community outreach and engagement and changing the polluting behavior of target audiences.
- B. **Personnel Qualifications, Experience, and Expertise**
- Expert knowledge and work experience associated with understanding of the issues, options, and approaches related to stormwater pollution prevention and community outreach and engagement practices.
 - Knowledge and understanding of LASAN's strategies, goals, mission and objectives as it relates to its watershed protection program as it relates to LA's watersheds and its activities and projects in these watersheds
- C. **Technical Approach**
- Familiarity and understanding of the LARWQCB's MS4 NPDES Permit, its PIPP requirements, as well as watershed protection prevention activities, studies, and projects.
 - Familiarity and understanding of LA County's Safe Clean Water Program, the City's Safe Clean Water Program and related activities.
- D. **Project Management Approach**
- Ability to effectively and rapidly meet on-going needs for the outlined tasks and related activities.
 - Experience and proven track record with identified audiences and local stakeholder groups.
- E. **Competitive Fees and Costs**
- The value offered to the City considering cost in comparison to capabilities and experience of the candidates.
 - Direct and indirect costs, markups, expenses, overhead rates and profit will be considered.

10. Suggested MBE/WBE/SBE/EBE/DVBE/OBE Participation Levels

The City has set anticipated participation levels (APLs) for sub-consultants as follows: 18% MBE, 4% WBE, 25% SBE, 8% EBE, and 3% DVBE. Minority, women, small, emerging, disabled veteran owned and controlled businesses must be considered along with other business enterprises whenever possible as sources of subconsulting services.

Note: Sub-consultants that are not listed on Consultant's current Schedule A - LIST OF POTENTIAL MBE/WBE/SBE/EBE/DVBE/OBE SUBCONSULTANTS (which includes any previously approved mini outreach) cannot be included in a proposal and/or utilized without the performance of a mini outreach and approval of said outreach by LASAN. A Request to Add Sub(s) should be made at least 10 business days prior to proposal due date. If a consultant needs to add a sub to their Schedule A, please see the Mini Outreach Phone Log and Instructions to Add Sub document associated with this TOS and available for download within the Los Angeles Business Assistance Virtual Network (LABAVN). When a CONSULTANT receives from LASAN an approved Request to Add Sub(s), approved sub(s) then may be included in the proposal.

11. Task Order Manager

LASAN On-Call Contracts Representative: Nancy Lantin, Sr. Management Analyst II, On-Call Contracts Representative, Administration Division, (213) 440-8237, nancy.lantin@lacity.org.

Designated Task Manager for this TOS: Joyce Amaro, Senior Management Analyst I, Watershed Protection Division, joyce.amaro@lacity.org

Disclaimer

The City may or may not decide to award any or part of this task order based on its sole convenience and shall not be responsible for any solicitation response costs.

ATTACHMENT A

COST REIMBURSEMENT - BILLING SALARY RATE BASIS

Firm Name	Status	Last Name	First Name	Position	Raw Rate (\$/hr)	Approved Overhead Rate	Profit	Billing Rate (\$/hr)	Effective Date	Note
Prime Firm	Prime									
Prime Firm	Prime									
Prime Firm	Prime									
Subcontracting Firm Name 1	MBE/SBE/EBE									
Subcontracting Firm Name 2	WBE/SBE/EBE									
Subcontracting Firm Name 3	MBE/SBE									
Subcontracting Firm Name 4	WBE/SBE									
Subcontracting Firm Name 4	SBE/EBE/DVBE									
Subcontracting Firm Name 5	SBE/EBE									
Subcontracting Firm Name 6	OBE									

SUMMARY

Firm Name	Status	Fee	%Fee
Prime			
Subcontracting Firm Name 1	MBE/SBE/EBE		
Subcontracting Firm Name 2	WBE/SBE/EBE		
Subcontracting Firm Name 3	MBE/SBE		
Subcontracting Firm Name 4	WBE/SBE		
Subcontracting Firm Name 4	SBE/EBE/DVBE		
Subcontracting Firm Name 5	SBE/EBE		
Subcontracting Firm Name 6	OBE		
Total Direct Labor Cost of the Prime			
Total Subcontract Expenses			
5% Administrative Fee (markup)			
Other Direct Costs (with no markup)			
Total Task Order Amount			

Total Subconsultant Participation

Pledged	MBE	WBE	SBE	EBE	DVBE	OBE
% of Total Task Order	%	%	%	%	%	%
\$ Amount	\$	\$	\$	\$	\$	\$