

REPORT OF THE CHIEF LEGISLATIVE ANALYST

TO: Honorable Members of the Los Angeles City Council September 27, 2019

FROM: Sharon M. Tso ^{KEK}
Chief Legislative Analyst Council File No.: 13-1493
Assignment No.: 19-09-0901

Sidewalk Vending – Outreach and Education Request for Qualifications (RFQ) Results

SUMMARY

On April 17, 2018, the City Council instructed the Office of the Chief Legislative Analyst (CLA) to issue a Request for Proposals (RFP) to solicit providers for the operation of a Sidewalk Vending Program including community outreach, application assistance, legal counsel, and expungement services. As part of the Fiscal Year 2019-20 Adopted Budget, the Council allocated \$350,000 to the Bureau of Street Services (BSS) for contractual services for outreach and education services related to the Citywide Sidewalk Vending Program (sidewalks and parks). As a result, this report addresses the contracting of service providers for outreach and education for the City's Sidewalk Vending Program including sidewalks and parks. Should the City Council wish to include legal counsel and expungement services, additional funds would need to be identified for this purpose.

Procurement Process

On July 3, 2019, this Office released a Request for Qualifications (RFQ) soliciting proposals for outreach and education for the City's Sidewalk Vending Program, including sidewalks and parks. The purpose of the RFQ was to create a list of Pre-Qualified On-Call service providers to raise community awareness and understanding of the City's Sidewalk Vending Program Rules and Regulations (sidewalk and parks) among vendors, brick and mortar businesses, and other stakeholders, including:

- Exempted areas due to public safety, public health and/or welfare concerns;
- Permit process and requirements;
- Serve as liaison between the vending community and City officials;
- Outreach to low-income and disadvantaged communities, and immigrant populations with limited English proficiency in as many languages as necessary.

On July 25, 2019, a Mandatory Pre-Submittal Meeting for interested contractors was organized with representatives from the BSS, Economic and Workforce Development Department (EWDD), Recreation and Parks, City Administrative Officer (CAO), Office of Finance, Los Angeles County Health Department, and Los Angeles Police Department present to respond to questions. Approximately 15 potential service providers were in attendance. The CLA provided an overview of the purpose of the RFQ, reviewed the timeline, and went over City contracting requirements.

RFQ Amendment and Deadline Extension

Due to several requests to allow for subcontracting, this Office consulted with the City Attorney and authorized an amendment to the RFQ allowing primary contractors who were part of the pre-qualified list to include subcontractors. Additionally, in light of the amendment, this Office extended the original deadline to submit proposals from August 8, 2019 to August 22, 2019.

Selection/Evaluation Criteria

The proposals submitted were evaluated based on the following criteria:

- *Approach to Scope of Work (40%)*
This includes the consultant’s unique approach to the services it proposes to perform as a result of this RFQ. Examples include language competencies, specialized areas of knowledge or training, strategies that would be employed to maximize outreach and education impact, project management and coordination methodologies, and/or access to relevant resources.
- *Experience and Qualifications (30%)*
This includes the consultant’s background, experience, and qualifications. Examples include specialized training completed by key staff, areas of technical expertise, language and cultural competencies, demonstrated ability to perform the work, and access to relevant resources.
- *Record of Past Performance (20%)*
This includes depth of experience performing quality work, including meeting project goals and deliverables while adhering to timelines and budgets.
- *Cost Control (10%)*
This includes cost control procedures such as methods for monitoring a project budget and efficiency measures as described in the sample work plan of the SOQ.

RFQ Results

The table below shows the number of proposals and corresponding scores. Eight proposals were received and met the minimum threshold. These include the Coalition for Immigrant and Refugee Rights (CHIRLA), Tenemos Que Respetar y Unidos Salvar La Tierra (TRUST South LA), East LA Community Corporation (ELACC), The Imagen Group (Imagen), Vermont Slauson Economic Development Corporation (VSEDC), LA Food Policy Council (Food Policy Council), MCG & Associates (MCG), and Inclusive Action. All eight the proposals were reviewed to ensure they met the minimum threshold and were forwarded to the review panel for scoring. The review panel consisted of representatives from the CAO, BSS, EWDD, Recreation and Parks, and the CLA. As shown below, all the proposals met the minimum score of 70 and are thus recommended for Council approval.

PRE-QUALIFIED LIST - SIDEWALK VENDING – OUTREACH AND EDUCATION

Contractor	Rater 1	Rater 2	Rater 3	Rater 4	Rater 5	Average Score
CHIRLA	95	90	86	80	94	89
TRUST South LA	67	80	85	65	84	76
ELACC	70	95	91	85	86	85
Imagen	76	69	91	77	84	79
VSEDC	75	89	85	85	84	83
Food Policy Council	92	92	85	85	87	88
MCG	86	67	83	65	86	77
Inclusive Action	81	90	94	88	92	89

Task Orders/Assignment of Work

Once Council approves the Pre-Qualified List, BSS will issue Task Orders Solicitation (TOS) related to targeted outreach and education. Consultants on the list will be asked to submit proposals on an upcoming project. For each desired TOS, the project will be awarded to the pre-qualified on-call list consultant whose proposal represents the best overall value to the City for the requested work.

Once an agreement is reached on a TOS, the City will issue a Notice to Proceed. No work is authorized until the City issues the Notice to Proceed to the selected consultant. No guarantee of work is given or implied to any of the consultants on the list. A consultant may reject any offer of work; however, three (3) such rejections during the term of the Qualified List, including failure to respond to a TOS, may be cause for removal from the list.

It is anticipated that the majority of the Project Task Order Solicitations (TOS) to be issued under this RFQ will be under \$100,000. This amount may be divided among several selected consultants for each TOS. Compensation for consultant services will be based on either an hourly billing rate or lump sum method per deliverable.

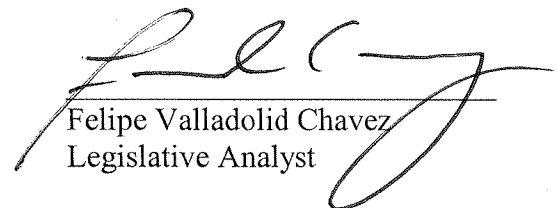
FISCAL IMPACT

As part of the Fiscal Year 2019-20 Adopted Budget, the Council allocated \$350,000 to the Bureau of Street Services for contractual services for outreach and education services related to the Citywide Sidewalk Vending Program (sidewalks and parks). Council approval of the recommendations below will not incur an additional Fiscal Impact.

CLA RECOMMENDATIONS

That the City Council:

- 1) Approve the above Pre-Qualified List – Sidewalk Vending – Outreach and Education of service providers for the Citywide Sidewalk Vending Program (sidewalks and parks).
- 2) Instruct the CLA to continue to monitor the above contracts and report to Council as necessary.


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Legislative Analyst