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February 18, 2020

**ADDENDUM NUMBER 2
TO
REQUEST FOR PROPOSALS (RFP)
FOR
PEDESTRIAN PLANS PROJECT RFP 2019-012**

On January 6, 2020, the County of Los Angeles (County) Department of Public Health (DPH) released a Request for Proposals (RFP) for the Pedestrian Plans Project.

This addendum consists of two (2) parts as outlined below:

- PART 1 - Modifications and Revisions to RFP
- PART 2 - Responses to Proposers' Questions

PART 1 – MODIFICATIONS AND REVISIONS TO RFP

As indicated in the RFP, Paragraph 7.0, COUNTY'S RIGHTS AND RESPONSIBILITIES, Subparagraph 7.4, County's Right to Amend Request for Proposals, the County has the right to amend the RFP by written addendum. This Addendum Number 2 amends the RFP as indicated below (new or revised language is **highlighted**, and deleted language is shown in **strikethrough** for easy reference):

1. RFP, Subparagraph 4.7, Preparation of the Proposal, Paragraph 2, shall be amended as follows:

- “2. Package must include ~~additional~~ four (4) **DOUBLE-SIDED professionally bound, or in a three-ring binder**, copies of the original proposal package (including copies of all required forms and

attachments). Each proposal copy must be marked as such, e.g., “Copy” on the proposal’s Title Page.”

2. RFP, Subparagraph 4.8.1, shall be amended as follows:

“4.8.1 The content and sequence of the proposal must be as follows:

1. **Appendix I, Proposer’s Submission Checklist**
2. Exhibit 1, Proposer’s Organization Questionnaire/Affidavit and CBE Information of Appendix C, Required Forms
3. Exhibit 2, Proposer’s Affidavit of Adherence to Minimum Mandatory Requirements of Appendix C, Required Forms
4. Table of Contents
5. Executive Summary (Section A)
6. Proposer’s Qualifications (Section B)
7. Proposer’s Approach to Provide Required Services (Section C)
8. Proposer’s Quality Control Plan (Section D)
9. Proposer’s Green Initiatives (Section E)
10. Acceptance of/or Exceptions to Terms and Conditions (Section F)
11. Resumes (Both Categories) (Section G)
12. Customized Materials (Both Categories) (Section G)
13. Work Sample (Category A only) (Section G)
14. Proposal Required Forms (Section H)”

3. RFP, Subparagraph 4.8.9, Acceptance of/or Exceptions to Terms and Conditions (Section F), shall be amended as follows:

“4.8.9 Acceptance of/or Exceptions to Terms and Conditions (Section F)

Format: ~~Exhibit 7~~ **Exhibit 8**, Acceptance of Terms and Conditions Affirmation Form, of Appendix C, Required Forms

Page Limit: Not applicable

- A. It is the duty of every Proposer to thoroughly review Appendix A-1, Category A: Planning, Sample Activity Reimbursement Action Plan, Appendix A-2, Category B: Outreach, Sample Activity Reimbursement Action Plan, and Appendix B, Sample Contract, to ensure compliance with all terms, conditions and requirements. The County expects that Proposers will accept, as stated, the County’s terms and conditions in the Sample

Contract and the County's requirements and rates without industry mark-ups in the Sample Activity Reimbursement Action Plan. However, Proposers are provided the opportunity to take exceptions to the County's terms, conditions, and requirements.

B. Section F of Proposer's response must include:

1. A completed and signed ~~Exhibit 7~~ Exhibit 8, Acceptance of Terms and Conditions Affirmation Form, as found in Appendix C, Required Forms, acknowledging the Proposer's acceptance of all terms and conditions listed in Appendix A-1, Category A: Planning, Sample Activity Reimbursement Action Plan, Appendix A-2, Category B: Outreach, Sample Activity Reimbursement Action Plan, and Appendix B, Sample Contract.

-OR-

2. A statement offering the Proposer's exceptions to terms and conditions listed in Appendix B, Sample Contract, Appendix A-1, Category A: Planning, Sample Activity Reimbursement Action Plan, and/or Appendix A-2, Category B: Outreach, Sample Activity Reimbursement Action Plan.

For each exception, the Proposer shall provide:

- A 'red-lined' version of the language in question, for all exceptions to the Sample Contract and/or the Sample Activity Reimbursement Plan. **The County relies on this procedure and any Proposer who fails to make timely exceptions as required herein, may be barred, at the County's sole discretion, from later making such exceptions;**
- An explanation of the reason(s) for the exception;
- The proposed alternative language; and
- A description of the impact, if any, to the Proposer's price.

C. The County reserves the right to determine whether Proposers' exceptions are material enough to deem the proposal non-responsive and not subject to further evaluation.

D. The County reserves the right to make changes to the Sample Contract and its Appendices and Exhibits at its sole discretion."

4. RFP, Subparagraph 8.9, Proposer's Charitable Contributions Compliance, shall be amended as follows:

"8.9 Proposer's Charitable Contributions Compliance

- 8.9.1 California's "Supervision of Trustees and Fundraisers for Charitable Purposes Act" regulates receiving and raising charitable contributions. Among other requirements, those subject to the Charitable Purposes Act must register. The 2004 Nonprofit Integrity Act (SB 1262, Chapter 919) increased Charitable Purposes Act requirements. Prospective Contractors should carefully read the Background and Resources: California Charities Regulations, Appendix N. New rules cover California public benefit corporations, unincorporated associations, and trustee entities and may include similar foreign corporations doing business or holding property in California. Key Nonprofit Integrity Act requirements affect executive compensation, fund-raising practices and documentation. Charities with over \$2 million of revenues (excluding funds that must be accounted for to a governmental entity) have new audit requirements.
- 8.9.2 All prospective Contractors must determine if they receive or raise charitable contributions which subject them to the Charitable Purposes Act and complete the Charitable Contributions Certification, ~~Exhibit 8~~ Exhibit 7 as set forth in Appendix C - Required Forms. A completed ~~Exhibit 8~~ Exhibit 7 is a required part of any contract with the County.
- 8.9.3 Section H of Proposer's response must include, ~~Exhibit 8~~ Exhibit 7, in which prospective Contractors certify either that:
- they have determined that they do not now receive or raise charitable contributions regulated under the California Charitable Purposes Act, (including the Nonprofit Integrity Act) but will comply if they become subject to coverage of those laws during the term of a County contract,
- OR -
- they are currently complying with their obligations under the Charitable Purposes Act, attaching a copy of their most recent filing with the Registry of Charitable Trusts."
- 8.9.4 Prospective County Contractors that do not complete ~~Exhibit 8~~ Exhibit 7 as part of the solicitation process may, in the County's sole discretion, be disqualified from contract award. A County Contractor that fails to comply with its obligations under the Charitable Purposes Act is subject

to either contract termination or debarment proceedings or both.
(County Code Chapter 2.202)”

PART 2 – RESPONSES TO PROPOSERS’ QUESTIONS

As stated in the RFP, Paragraph 4.0, PROPOSAL SUBMISSION REQUIREMENTS, Subparagraph 4.4, Proposers’ Questions, questions received by the deadline specified in Subparagraph 4.2, RFP Timetable, will be compiled with the appropriate answers are issued as an addendum to the RFP and that County reserves the right to group similar questions when providing answers. This Addendum Number 2, Part 2, provides responses to the questions received.

GENERAL QUESTIONS

Q1. What is required to be a California Private Organization? For example, does this require that the company be incorporated in California? Or simply appropriately registered to do business in California?

If subcontractors are used, do they also need to be California private organizations?

A1. Under the RFP, a Proposer must be an organization as described in RFP, Paragraph 3.0, Proposer’s Minimum Mandatory Requirements. One of these is a California private, for-profit organization. Per Subparagraph 4.8.2, Proposer’s Organization Questionnaire/Affidavit and CBE Information, Proposer must indicate if they are a Corporation or Limited Liability Company (LLC), Limited Partnership, or other and provide the necessary supporting documents as applicable to demonstrate the organization structure.

Subcontractor information is not required to be submitted as part of the Proposer's response.

Q2. If subconsultants are utilized, do they need to fill out the required forms?

A2. No. The Proposer is required to complete and submit all forms required under this RFP.

Q3. Can I get some clarification on what counts as a business office for the first minimum requirement? Is this a physical office or would a shared space, P.O. Box or other work?

A3. Proposer must have an operating business office in Los Angeles County with a physical address.

Q4. I am very interested in your Pedestrian Plans Project. I have consulted in this topic, wrote about designing cities for people in one of my books, and am currently writing a journal article about the topic. But I am a bit confused about your request for an RFP on the project. I have only seen actual RFPs written by the Contractor. After all, your department has a much clearer understanding of what you are looking for. I would appreciate it if you would clarify this for me. Am I misunderstanding your request?

A4. As described in RFP, Subparagraph 1.1, Purpose, the County Department of Public Health is issuing this RFP to solicit proposals from qualified organizations to: (a) develop Pedestrian Plans (Plans), and (b) engage residents in the planning process in four unincorporated communities of the County. Through the community engagement process, Plans will identify infrastructure enhancements and relevant education/encouragement programs with the following goals: improve connectivity in each community's pedestrian network; reduce the high number of pedestrian related collisions; and increase rates of walking by identifying and addressing significant barriers. Under this RFP, interested and qualified organizations may submit a proposal for Category A: Planning to develop Plans in four unincorporated communities of the County or Category B: Outreach, to lead culturally relevant outreach efforts.

Refer to RFP, Subparagraph 1.4, Goals and Objectives, for additional information regarding goals and objectives for these two categories.

Q5. Can you confirm that in order to meet the minimum mandatory requirements, on Exhibit 2, a firm must check:

- **“No” to “7. Receive funding from or have any affiliation or contractual relationship with a tobacco company, any of its subsidiaries or parent company within the last five (5) years from the release date of this RFP;” and**
- **And check “Yes” to “Appendix E, Certification of Non-Acceptance of Tobacco Funds was submitted with Proposal”**
- **And include Appendix E, though we have not received funding from or have any affiliation or contractual relationship with a tobacco company.**

A5. For purpose of Exhibit 2, Proposer's Affidavit of Adherence to Minimum Mandatory Requirements, of Appendix C, Required Forms, Proposer must check “Yes” to both questions, if true, to attest that it meets the Minimum Mandatory Requirements. This applies for Category A: Planning, and Category B: Outreach.

Q6. Can you confirm that on page 30 of the RFP, Subparagraph 4.8.9, "Exhibit 7: Acceptance of Terms and Conditions Affirmation Form" should be "Exhibit 8:

Acceptance of Terms and Conditions Affirmation Form?" Can you confirm that Exhibit 7 goes in Section H?

A6. See Part 1 – Modifications and Revisions to RFP, items 3 and 4, of Addendum Number 2.

Q7. We would like to request an extension of the question deadline as we anticipate having more questions come up as we prepare the proposal during the next four weeks.

A7. Under the RFP, Proposers may submit written questions by the date and time specified in Subparagraph 4.2, RFP Timetable. This Addendum Number 2, Part 2, provides responses to the questions received.

Q8. Do we submit Exhibits A-G as part of the proposal? If so, is Exhibit H identical to Exhibit 7?

A8. No, Proposers are not required to submit RFP Exhibits A through G of Appendix B, Sample Contract, with their proposal.

Yes, RFP Exhibit H, Charitable Contributions Certification, of Appendix B, Sample Contract, is identical to RFP Exhibit 7, Charitable Contributions Certification, of Appendix C, Proposal Required Forms. However, for the purpose of this RFP, Proposers are required to submit RFP Exhibit 7, Charitable Contributions Certification, of Appendix C, Proposal Required Forms, with their proposal.

Q9. Where should we include Appendix I Proposer's Submission Checklist?

A9. See Part 1 – Modifications and Revisions to RFP, item 2, of Addendum Number 2.

Q10. Kindly clarify what professionally bound means. Does a three-ring binder qualify as "professionally bound"?

Can submittal pages be landscape orientation for graphics (ie. Project schedule, org chart)?

A10. See Part 1 – Modifications and Revisions to RFP, item 1, of Addendum Number 2. Yes, proposal may include pages in a landscape format, as needed. However, Proposer must adhere to RFP, Subparagraph 4.7, Preparation of the Proposal.

Q11. Are cost proposals submitted by proponents required to comply with federal acquisition regulation (FAR) part 31 (federal cost principles for for-profit entities)?

A11. Cost proposals are not required. Under this RFP, proposers are to demonstrate their experience in providing the services described under Category A: Planning or Category B: Outreach. Contractors will be reimbursed based on the fixed rates identified in RFP Appendix A-1, Category A: Planning, Sample Activity Reimbursement Action Plan, and/or RFP Appendix A-2, Category B: Outreach, Sample Activity Reimbursement Action Plan.

**Q12. Do rates need to be based on raw direct pay rate times overhead?
Can profit be applied to rate inclusive of overhead?
Can we provide cost proposal in our template?
How do contractor rates align with the Sample Activity Reimbursement Plan amounts?**

A12. See response A11.

Q13. Will there be interviews for the top candidates, and when all those interviews take place?

A13. Yes, there will be interviews. As described in RFP, Subparagraph 5.1, Selection Process, upon completion of Stage 2, the three highest ranking proposals from Category A and the three highest ranking proposals (in each unincorporated community) in Category B will proceed to Stage 3 Oral Interview Evaluation. Interviews are tentatively scheduled for early April 2020.

Q14. In the event of a "Fail" in the "Adherence to Minimum Mandatory Requirements" phase of the evaluation process, how and when will proposal submitters be notified?

A14. Upon completion of Stage 1: Adherence to Minimum Mandatory Requirements (Pass/Fail), proposals that are assigned a score of "Fail" in the Adherence to Minimum Mandatory Requirements shall be deemed unresponsive and disqualified and shall not proceed to the next phase of the evaluation process. DPH shall notify the Proposer in writing.

Please refer to RFP, Paragraph 5.0, Selection Process and Evaluation Criteria, for additional information.

PROGRAMATIC QUESTIONS

Q15. I wanted to verify in which SPA's each of the communities for this opportunity reside. I am not able to confirm this using the information the DPH website/SPA section because it names some communities in each SPA but also says "and others."

I know that East LA is in SPA 7 and I believe Florence-Firestone is in SPA 6. I wasn't sure if ERD and Willowbrook/WRD are in SPA 6 or 8?

A15. East Los Angeles is in Service Planning Area (SPA) 7; East Rancho Dominguez, Florence-Firestone, and Willowbrook/West Rancho Dominguez-Victoria are in SPA 6.

Q16. Participatory planning needs to respond to the on-the-ground conditions of each neighborhood. What flexibility is there in the Reimbursement Action Plan to accommodate real-time changes within the communities identified? Much can happen in three years that could alter the details of the Action Plan. How will these changes be accounted for?

A16. DPH will work with recommended Proposer to adapt work outlined in the Action Plan to meet the needs and conditions of each community.

Q17. How do you suggest we provide red-line edits to the Action Plan to indicate flexibility in the Actions/deliverables? (text from page 31)

A17. Per Subparagraph 4.8.9, Acceptance of/or Exceptions to Terms and Conditions (Section F), "For each exception, the Proposer shall provide:

- A 'red-lined' version of the language in question, for all exceptions to the Sample Contract and/or the Sample Activity Reimbursement Plan. **The County relies on this procedure and any Proposer who fails to make timely exceptions as required herein, may be barred, at the County's sole discretion, from later making such exceptions;**
- An explanation of the reason(s) for the exception;
- The proposed alternative language; and
- A description of the impact, if any, to the Proposer's price."

Q18. Could DPH provide the number of staff they imagined participating per item? And provide the hourly rates that they estimated for each unit/Activity?

A18. No. All activities provided under any resultant contract will be reimbursed at the fixed rate/amount identified in RFP Appendix A-1, Category A: Planning, Sample Activity Reimbursement Action Plan, and/or RFP Appendix A-2, Category B: Outreach, Sample Activity Reimbursement Action Plan.

Q19. How does DPH plan to compensate the Outreach Contractor for its own internal planning time? There is currently very limited time over the course of 36 months for: 1) the development/review of Planning Contractor materials; 2)

stand-alone planning on the part of the Outreach Contractor; and 3) time for back-and-forth communication with external individuals and partners.

A19. For Category B: Outreach, all activities provided under any resultant contract will be reimbursed at the fixed rate/amount identified in RFP Appendix A-2, Category B: Outreach, Sample Activity Reimbursement Action Plan.

Q20. What role is it envisioned that the Outreach contractor will have in the development of additional materials/maps/survey tools specific to the area and its stakeholders and residents?

A20. RFP, Appendix A-2, Category B: Outreach Sample Activity Reimbursement Action Plan, describes the required services under the resulting contracts for Category B: Outreach, relative to each specific activity, including when and where the Outreach Contractor is responsible for developing outreach materials, and the type of outreach materials for each activity (e.g. materials to promote project events, Community Advisory Committee presentations).

Q21. Will the Planning Contractor be responsible for coordinating, scheduling, and paying for all language justice elements of public-facing activities and events (i.e. real time interpretation services during public gatherings/events (staffing and equipment)?

A21. Under Category A: Planning and Category B: Outreach, the selected Contractors will be required to implement a culturally competent approach throughout the project by employing Spanish-speaking staff and using professional interpretation and translation services.

Q22. Approximately how many locations would you like to have us conduct pedestrian counts in each study areas?

A22. Selected Contractor under Category A: Planning, will be required to analyze count data collected by the Outreach Contractors (see Activity 2.b in Appendix A-1, Category A: Planning Sample Activity Reimbursement Action Plan) and shall participate in meetings to identify the count locations (Activity 3.c). DPH anticipates that a minimum of five locations will be identified per community. Guidelines for conducting Pedestrian and Bicycle counts suggest one location per 15,000 residents.

Q23. Approximately how many locations would you like us to prepare plans for infrastructure improvements in each study areas?

A23. A review of existing conditions in each community (see Activities 2.b and 2.d, in Appendix A-1, Category A: Planning Sample Activity Reimbursement Action Plan, and community input at workshops) will determine the extent of infrastructure

improvements proposed by the Planning Contractor. The size of each project community differs, including the number of street segments and intersections; all will require some level of investigation, guided by the Existing Conditions Report.

Q24. What constitutes "staff consistency" in the context of this RFP?

A24. Staff consistency refers to maintaining, to the greatest degree possible, the same individuals assigned to lead the project throughout the contract term. Due to the nature of this project, staff consistency is imperative for the implementation and completion of the project.

Q25. For "number of residents reached," is an estimate permissible in cases where exact tracking is either unavailable or not possible due to the circumstances of the engagement?

A25. Yes. However, Proposer must briefly explain the assumptions or process that informed the estimate.

Q26. In the context of this RFP, to what extent are the dates/times/nature of "Board and Regional Planning Commission meetings" able to be adjusted to accommodate effective engagement efforts? i.e. are meetings standardized, or can innovative methods be used to gather community members to ensure participation in the plan adoption process?

A26. The County Board of Supervisors meets regularly most Tuesdays, generally at 9:30 A.M., in Kenneth Hahn Hall of Administration in Downtown Los Angeles, to consider numerous agenda items at a single meeting. The Regional Planning Commission meets most Wednesdays, generally at 9:00 A.M., in Kenneth Hahn Hall of Administration in Downtown Los Angeles, similarly hearing multiple items in a single meeting. If community members are unable to attend the public hearings on the Plan in person, they are encouraged to provide comments on the project to the Board and the Commission in writing prior to the meeting, either via U.S. mail or email, or through their County Supervisor's office by mail, email, or phone, for each governing body's consideration.

Q27. To what extent will successful proposals for Category B assist the successful Category A applicant on the development of planning proposals, i.e. how will the scope of work for Category B include plan development, if at all?

A27. The Outreach Contractor will assist the Planning Contractor in developing Community Pedestrian Plans by implementing Phases 1 and 2 of Participatory Planning activities, as described in Appendix A-2, Category B: Outreach, Sample Activity Reimbursement Action Plan.

Q28. How is "planning effort" defined as it pertains to this RFP?

A28. A planning effort for the purposes of this RFP is a community, transportation, land use, or similar planning project that involves community stakeholders (residents, businesses, institutions, etc.) engaged in shaping the resulting planning document or development project, often but not always resulting in project consideration/approval by an official public body. If Proposers believe their experience is relevant to the services sought in the RFP, DPH encourages Proposers to describe how per the referenced question, or otherwise indicate "Not Applicable."

Pursuant to RFP, Paragraph 7.0, COUNTY'S RIGHTS AND RESPONSIBILITIES, Addendum Number 2 has been made available on the Department of Public Health Contracts and Grants Division website at <http://publichealth.lacounty.gov/cg/index.htm> and on the County's website at <http://camisvr.co.la.ca.us/lacobids/BidLookUp/BidOpenStart.asp>.

Thank you for your interest in contracting with the County of Los Angeles. Except for the revisions contained in Addendum Number 1, and Addendum Number 2, there are no other revisions to the RFP. All other terms and conditions of the RFP remain in full force and effect.

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