

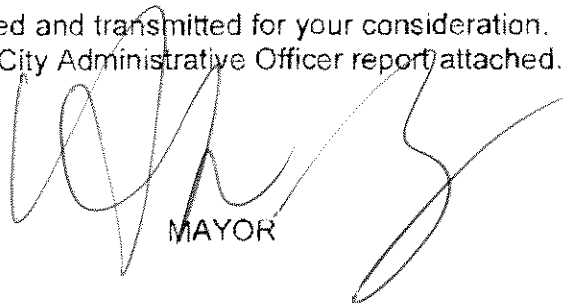
0150-10370-0000

**TRANSMITTAL**

TO The Council	DATE MAY 28 2015	COUNCIL FILE NO.
FROM The Mayor	COUNCIL DISTRICT	

**Personal Services Contract with S. Groner Associates  
For Specialized Services Related to the Stormwater Public Education Program**

Approved and transmitted for your consideration.  
See the City Administrative Officer report attached.



MAYOR

M/S EMM:061501281

**Report From**  
**OFFICE OF THE CITY ADMINISTRATIVE OFFICER**  
**Analysis of Proposed Contract**  
(\$25,000 or Greater and Longer than Three Months)

To: The Mayor	Date: 05-26-15	C.D. No. All	CAO File No.: 0150-10370-0000
Contracting Department/Bureau: Public Works/Bureau of Sanitation		Contact: Joyce Neal Amaro, (323) 342-1570	
Reference: Transmittal from the Board of Public Works dated February 25, 2015; referred for report on February 26, 2015.			
Purpose of Contract: To provide specialized services related to the Stormwater Public Education Program			
Type of Contract: (X) New contract    ( ) Amendment		Contract Term Dates: Five years effective at the date of execution with two one-year renewal options for a total of seven years.	
Contract/Amendment Amount: \$3,150,000			
Proposed amount \$ 3,150,000 + Prior award(s) \$ 0 = Total \$ 3,150,000			
Source of funds: Stormwater Pollution Abatement Fund 511			
Name of Contractor: S. Groner Associates			
Address: 100 W. Broad, Suite 290, Long Beach, CA 90802			

	Yes	No	N/A*	8. Contractor has complied with:	Yes	No	N/A*
1. Council has approved the purpose	X			a. Equal Employmt. Oppty./Affirm. Action	X		
2. Appropriated funds are available	X			b. Good Faith Effort Outreach**	X		
3. Charter Section 1022 findings completed	X			c. Equal Benefits Ordinance	X		
4. Proposals have been requested	X			d. Contractor Responsibility Ordinance	X		
5. Risk Management review completed	X			e. Slavery Disclosure Ordinance	X		
6. Standard Provisions for City Contracts included	X			f. Bidder Certification: CEC Form 50	X		
7. Workforce that resides in the City: 0%				*N/A = not applicable    ** Contracts over \$100,000			

**COMMENTS**

The Board of Public Works (Board), on behalf of the Bureau of Sanitation (Bureau), is requesting authority to execute a personal services contract with S. Groner Associates (Groner) for assistance in implementing a Stormwater Public Education Program as required by the City of Los Angeles' (City) National Pollutant Discharge Elimination System (NPDES) Permit. The proposed contract will be five years with two one-year extension options for a total of seven years, and a cost ceiling of \$3.15 million. In accordance with Los Angeles Administrative Code Section 10.5(b), Council approval is required to execute the proposed contract as the term of the contract exceeds three years.

**Background**

The City's storm drain system is designed to prevent flooding by collecting stormwater runoff from urbanized areas and conveying it to regional receiving waters such as lakes, rivers, creeks and the ocean through a municipal separate storm sewer system (MS4). The state of California and the Federal Government require municipalities that discharge into receiving waters to obtain an NPDES Permit. These permits are periodically updated with additional requirements for managing and monitoring MS4 discharge. On December 28, 2012, the City was issued an updated NPDES Permit which contained continued provisions for a stormwater management program. The stormwater

			
EMM	Analyst	05150128	Assistant CAO
			City Administrative Officer

management program requirements include a public information and participation program (PIPP). The objectives of the PIPP are as follows:

- To measurably increase the knowledge of the target audiences about the MS4, the adverse impacts of stormwater pollution on receiving waters and potential solutions to mitigate the impacts;
- To measurably change the water disposal and stormwater pollution generation behavior of target audiences by developing and encouraging the implementation of appropriate alternatives; and,
- To involve and engage a diversity of socio-economic groups and ethnic communities in Los Angeles County to participate in mitigating the impacts of stormwater pollution.

Historically, the Bureau has used outside vendors to assist with the Los Angeles Stormwater Public Education Program. In April 2001, the Board of Public Works (Board) approved the execution of Contract No. 101488 with Groner for Stormwater and Used Oil Recycling public education programs. In April 2007, upon the expiration of the contract, the Bureau issued a new Request for Proposals (RFP) for outreach services and executed Contract No. 111642 with Groner for Stormwater and Used Oil Recycling public education programs. The most recent contract with Groner expired in May 2012 and the Bureau has issued a Task Order Solicitation (TOS) for outreach services as a stopgap measure using an existing pre-qualified on-call contract with Brown & Caldwell. The current TOS will expire on August 18, 2015 and the Bureau is requesting to once again execute a contract with Groner for stormwater outreach services.

**Contractor Selection Process**

On December 11, 2012, in accordance with Charter Section 1022, this Office determined that the work proposed for contracting can be performed more feasibly by a contractor due to a lack of both City staff and technical expertise required for certain aspects of the program. On July 23, 2012, the Board of Public works authorized the Bureau to distribute an RFP for specialized stormwater public education services. The Bureau received bids from four vendors, two of which were deemed non-responsive for failure to pass requirements for the Business Inclusion Program. The Bureau evaluated and scored the remaining two responses based on the following criteria:

Evaluation Criteria	Percentage
Track record and/or demonstrated skills and ability to provide the City with the scope of services being requested	20%
Proposal's Innovation	15%
Demonstrated flexibility and leadership skills	15%
Industry knowledge and demonstrated creativity and ability to apply that knowledge to a municipal government or similar environment	30%
Proposal's cost and demonstrated ability and commitment to complete projects within budget	20%
<b>TOTAL</b>	<b>100%</b>

Based on staff's evaluation, Groner received the highest score with a total of 91 points and on February 26, 2015, the Board approved the Bureau's recommendation to execute the proposed contract with Groner. Groner has complied with all applicable City contracting procedures, laws, and policies. The City Attorney has reviewed and approved the contract as to form.

## Scope of Work

Under the terms of the contract, Groner will provide the City with support on all aspects of the Stormwater Public Education Program. Services include but are not limited to the following:

1. Provide mass media marketing expertise including maintenance and expansion of the Los Angeles Stormwater website, blog, quarterly e-newsletter, Facebook page, YouTube channel, and Twitter account;
2. Develop and implement pollutant specific outreach, which includes the following:
  - Develop a pollutant specific outreach program that focuses on watershed specific pollutants of concern and target audiences including automotive owners, dog and horse owners, and gardeners;
  - Implement a pollutant specific program that focuses on placing outreach materials at the point-of-purchase in retail stores citywide, including but not limited to home improvement centers, garden centers, dog groomers, veterinary offices and feed stores; and,
  - Develop and implement a voluntary residential low impact development outreach program.
3. Assist with community and media relations including outreach and community event coordination for stormwater capital improvement projects;
4. Develop and maintain the City's school education program, provide assistance with the City's sponsorship of Kids Ocean Day;
5. Conduct business outreach and employee training for the Watershed Protection Division's environmental compliance business inspection program;
6. Assist with NPDES MS4 municipal stormwater permit compliance efforts by contributing to the NPDES Municipal Stormwater Permit Annual Report; and,
7. Provide program management and contract administration including assistance with specialized and technical support services for activities related to the stormwater public education program as directed and as needed.

## Compensation for Services

Pursuant to Article 10 of the proposed contract, the Bureau will issue Task Orders for specific projects as outlined in the scope of work. Depending upon the type of services required, each project will include an estimated number of hours or cost ceiling to complete a job and can be billed on a lump sum basis, a cost reimbursement plus 10 percent profit basis, or an hourly billing rate basis. The City shall designate the payment mechanism in each Task Order to be issued under the contract based on whichever method the Bureau estimates will be most cost effective. Payments made for Task Orders issued under a lump sum payment mechanism shall be made upon the satisfactory completion of the tasks or milestones set forth in the Task Order. For Task orders billed on a cost reimbursement plus profit or hourly billing rate basis, Groner shall submit monthly invoices with supporting document to the City and the City shall remit payment upon review and agreement of the amounts. Under Article 10.1.8 of the proposed contract, the following contractor employee hourly rates include salary, benefits, general and administrative overhead and other business expenses incurred by the contractor:

Position	Hourly Billing Rate (\$/hr)
Project Director	\$189.00
Graphic Designer	\$154.00
Research Director	\$154.00
S. Groner Associates Multimedia Programmer II	\$154.00
Project Manager	\$148.00
Information Manager	\$131.00
Project Coordinator	\$129.00
Social Media Coordinator	\$129.00
Web Programmer	\$129.00
Administrative Manager	\$118.00
Graphic Designer	\$118.00
Outreach Specialist	\$106.00

**RECOMMENDATION**

That the Council authorize the Board of Public Works, on behalf of the Bureau of Sanitation, to execute the proposed Personal Services Contract with S. Groner Associates to provide assistance in implementing the stormwater public education program for a term of five years with two one-year renewal options for a total of seven years, at a cost not to exceed \$3,150,000.

**FISCAL IMPACT STATEMENT**

There is no General Fund impact and sufficient funds are available within the Stormwater Pollution Abatement Fund to support the first year costs of the proposed contract. Future year funding will be provided through the City's annual budget process and subject to Mayor and Council approval. The recommendation in this report complies with the City's Financial Policies as ongoing revenue will support ongoing expenditures.