

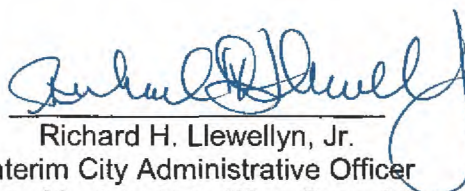
## TRANSMITTAL

To: Council	DATE 07-10-17	COUNCIL FILE NO. 13-1090
From: Municipal Facilities Committee		COUNCIL DISTRICT All

At its meeting of June 29, 2017, the Municipal Facilities Committee approved recommendations in the attached Economic and Workforce Development Department (EWDD) report and instructed staff to transmit to Council for consideration.

Council approval of the report recommendations would establish a List of Pre-Qualified Consultants in three service areas identified through a Request for Qualifications (RFQ) for a term of three years, effective July 1, 2017 through June 30, 2020. The report also recommends that Council authorize the EWDD to solicit bids from and execute contracts with pre-qualified firms on an as-needed basis, and release subsequent RFQs to augment the list or add service areas.

Fiscal Impact Statement: Approval of the recommendations in this report will have no impact on the General Fund. The proposed contract for consulting services will be funded using the Miscellaneous and Program Income from Fund 43F of EWDD's Section 108 program.

  
Richard H. Llewellyn, Jr.  
Interim City Administrative Officer  
Chair, Municipal Facilities Committee

RHL:JVV:BA:15180003

Attachment



June 26, 2017

Council File: 13-1090  
Council District Nos.: All  
Contact and Phone Numbers:  
Samuel Hughes, (213)744-9723  
Daisy Hernandez, (213)744-9340

Richard H. Llewellyn, Jr., Interim City Administrative Officer  
Chair, Municipal Facilities Committee  
Room 1500, City Hall East

**UPDATED COMMITTEE TRANSMITTAL: REQUEST FOR AUTHORIZATION TO ESTABLISH AND APPROVE THE LIST OF PRE-QUALIFIED CONSULTANTS IDENTIFIED THROUGH THE REQUEST FOR QUALIFICATIONS (RFQ) TO PROVIDE PROFESSIONAL CONSULTING SERVICES FOR THE ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT**

The General Manager of the Economic and Workforce Development Department (EWDD) respectfully requests your review, approval, and processing of the recommendations in this transmittal to the appropriate Council Committee(s) and the City Council for their review and consideration.

**RECOMMENDATIONS**

The General Manager of the Economic and Workforce Development Department (EWDD) respectfully requests that the MFC, appropriate Council Committee(s), City Council, and Mayor:

1. APPROVE the pre-qualified list of consultants identified through the Request for Qualifications (RFQ) categories enumerated in the Attachment, for a term of three (3) years, effective July 1, 2017 through June 30, 2020, with an extension option of one (1) year;
2. AUTHORIZE the General Manager, EWDD, or designee, to solicit bids and execute contracts with the pre-qualified list of firms on an as-needed basis, subject to compliance with the City's contracting policies, Charter 1022 review, funding availability, and approval of the City Attorney as to form and legality;
3. AUTHORIZE the General Manager, EWDD, or designee, to release a subsequent RFQ to augment the list of pre-qualified firms and expand the scope of services to provide the economic development functions needed in the department, subject to funding availability and Charter Section 1022 determination; and

4. AUTHORIZE the General Manager, EWDD, or designee, to prepare Controller instructions and/or make any technical adjustments needed and consistent with this action, subject to the approval of the City Administrative Officer, and request the Controller to implement these instructions

## FISCAL IMPACT STATEMENT

The recommendations contained in this report have no impact on the General Fund. The proposed professional consulting services contracts will be funded using the Miscellaneous and Program Income from Fund 43F of EWDD's Section 108 program. The pre-qualified firm's contracts will contain a financial liability clause which limits the City's financial obligation to the amount approved by the Mayor and Council for such work, which is consistent with the City's Financial Policies. As such, the recommendations in this report comply with the City's Financial Policies as project funding will support project expenditures.

## SUMMARY

At a special meeting held on January 26, 2016, the Ad Hoc on Comprehensive Job Creation Plan Committee considered EWDD report, dated January 25, 2016, relative to proposed guidelines and financing terms regarding Section 108 funding (\$69 million) for small business loans, major projects and special projects and efforts to create a Citywide economic development plan. On February 9, 2016, the Economic Development Committee considered the EWDD report and concurred with the Ad Hoc on Comprehensive Job Creation Plan Committee (C.F.13-1090).

On February 17, 2016, the Mayor and City Council authorized the EWDD to procure, negotiate and execute contracts for third-party services needed to implement the Section 108 program and manage the loan portfolio including, but not limited to credit reports, market data, title reports, appraisals and loan servicing (C.F. 13-1090). In an effort to better perform its daily functions to develop, deliver, and promote the best-in-class economic services to generate, sustain, and grow individual, business, and community prosperity in the City of Los Angeles, EWDD released the Professional Consulting Services RFQ on November 10, 2016. The table below lists procurement timeline of the key milestones in the RFQ process. The due date for proposals was November 30, 2016.

Milestone	Date
Professional Consulting Services RFQ Released	November 10, 2016
Technical Assistance Deadline	November 23, 2016
RFQ Responses Due	November 30, 2016
EWDD notified respondents of scores	June 1, 2017

The RFQ scope of requested services consisted of the following service areas: 1) relocation services, 2) construction cost estimator services, and 3) financial feasibility and real estate analysis services.

The RFQ's three narrative components and their respective point values are described below:

Narrative	Points
<b>Demonstrated Ability</b> <ul style="list-style-type: none"> <li>• Firms qualifications and experience in the categories of services being proposed.</li> </ul>	40
<b>Team Identification</b> <ul style="list-style-type: none"> <li>• Team identification, qualifications, experience, and competency of specific personnel and sub-consultants listed to work with the City.</li> </ul>	40
<b>Understanding of Scope</b> <ul style="list-style-type: none"> <li>• Understanding of Project Scope (thoroughness, logic, and completeness of the Statement of Qualifications).</li> </ul>	20
<b>TOTAL</b>	<b>100</b>

Before the proposals were evaluated and rated, EWDD briefed a total of 3 evaluators on the Professional Consulting Services RFQ process and trained them to use a scoring tool developed by EWDD (based on the narrative criteria outlined above in the RFQ). All eligible proposals' narrative responses were rated accordingly. The final scores for all eligible proposals and contractor recommendations for each of the three (3) service areas with scores higher than the required threshold of 70 are attached for reference.

## BACKGROUND

As the City of Los Angeles contends with both the fiscal effects of the economic crisis and the dissolution of the City's redevelopment agency, City leaders are currently engaged in reorganizing and enhancing the City's functions related to economic development. Significant recent and current efforts include:

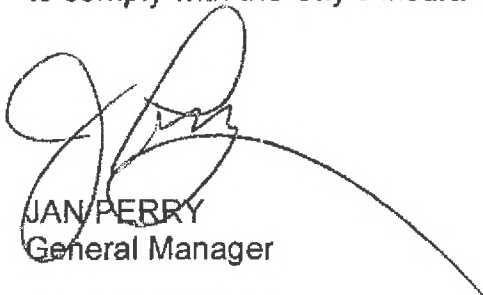
Establishment of the Economic and Workforce Development Department (EWDD); Various City actions to receive or assume properties, rights, and grants of the City's former Community Redevelopment Agency (CRA/LA); and implementation of the U.S. Department of Housing and Urban Development (HUD) Section 108 Loan program in accordance with the National Objectives and Public Benefits requirements of the Housing and Community Development (HCD) Act as necessary and appropriate to accomplish the City's economic development objectives.

The City recognizes that there are significant opportunities to strategically use its resources to enhance the City's economic and fiscal outlook. The services procured through this RFQ are necessary to assist EWDD in identifying and assessing opportunities, and structuring and evaluating proposals for economic development in the City.

## CONCLUSION

Having concluded the RFQ process, EWDD respectfully requests that the MFC, appropriate Council Committee(s), City Council, and the Mayor approve the qualified list in the three (3) service areas as recommended in the attached.

If this list is approved, EWDD will be able to request for bids and enter into contract agreements with these firms for three (3) years on an as-needed basis, with up to one (1) optional one-year renewal period, subject to Charter 1022 review, funding availability, compliance with City's contracting policies, and City Attorney's approval as to form and legality. All firms selected for the pre-qualified list will be required expected to comply with the City's insurance requirements.



JAN PERRY  
General Manager

JP:SH:DH:MA:CO

Attachment: Professional Consulting Services RFQ Scoring and Results

Professional Consulting Services RFQ  
Scoring and Results

The table below reflects the RFQ scores and the recommended pre-qualified firms for each of the three (3) service areas.

	Service Area/Scope	Scores /100
1	Relocation Services	
	Paragon Partners, Ltd.	100
	Epic Land Solutions, Inc.	95
	Overland, Pacific, & Cutler, Inc.	95
	RSG	90
	CPSI	70
2	Construction Cost Estimator Services	
	Lenax Construction Services	100
	MGAC	100
	Cumming Construction Management, Inc.	95
	RSG	90
3	Financial feasibility and real estate analysis	
	Asset Strategies	100
	JLL	100
	RSG	95