


CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: September 3, 2015

To: The Honorable City Council
c/o City Clerk, Room 395, City Hall
Attention: Honorable Mike Bonin, Chair, Transportation Committee

From: Seleta J. Reynolds, General Manager 
Department of Transportation

Subject: **OPEN STREET (CICLAVIA) EVENTS IN FISCAL YEAR 2015-16**

SUMMARY

This report recommends actions to support holding three open-street (CicLAvia) events during the Fiscal Year 2015-16. These actions include the approval of a one-year extension to the Memorandum of Understanding (MOU) with CicLAvia and the transfer of funds to cover the City staff overtime costs for these events.

RECOMMENDATIONS

1. APPROVE the attached draft amendment (Attachment A) to the MOU with Ciclavia (C-123637), subject to approval by the City Attorney as to form, to extend the term for one year through September 30, 2016 to support three (3) open-street events in the City of Los Angeles.

2. AUTHORIZE the Controller's Office to transfer the following funds:

	<u>Fund Name/No.</u>	<u>Fiscal Year</u>	<u>Account No.</u>	<u>Account Title</u>	<u>Amount</u>
From:	Prop C/540	2015-16	94M482	Bicycle Plan/Program	\$100,000
	Mobile /528	2015-16	94266M	Air Quality Education	\$250,000
To:	Gen. Fund/100	2015-16	1090	Overtime	\$350,000

3. INSTRUCT the Department of Transportation and City Attorney's Office report back in 90 days with a determination as to whether a Request for Proposal (RFP) is needed for future CicLAvia sponsored events.

4. AUTHORIZE the Department of Transportation to reimburse LACMTA up to \$100,000 for the construction of Universal Station wall for the safe passage of CicLAvia participants during the Valley event held in March 2015.

5. AUTHORIZE the Office of the City Administrative Officer to make any technical corrections or clarifications to the above instructions in order to effectuate the intent of this Council Report.

DISCUSSION

For Fiscal Year 2015-16, CicLAvia has proposed three open-street events:

October 18, 2015- Heart of LA CicLAvia

March 2016- Van Nuys & Pacoima CicLAvia

May 15, 2016- Southeast Cities and a portion of Los Angeles in the Watts community (city cost will be reimbursed by the City of Huntington Park under a LACMTA open-street grant)

The FY2015-16 Adopted Budget provides the following funding in the Department of Transportation's budget:

<u>Fund Name/No.</u>	<u>Fiscal Year</u>	<u>Account No.</u>	<u>Account Title</u>	<u>Amount</u>
Local Transportation/207	2016-16	94M670	CicLAvia Program	\$500,000
Prop C/540	2015-16	94M482	Bicycle Plan/Program	\$250,000
Mobile Source/528	2015-16	94266M	Air Quality Education	<u>\$250,000</u>
Total Available Amount				\$1,000,000

Generally, the City costs are estimated to be approximately \$180K -\$200K per event for the last three CicLAvia events. Based upon current information, the past estimates are appropriate for the next three events.

Based on all the available information, staff is recommending that a total of \$300,000 be set aside for the reimbursement of City costs. The Department of Transportation also recommends \$50,000 be set aside for an emergency contingency and to undertake advanced planning activities for future events.

For the Valley Ciclavia event on March 22, 2015, it was necessary to remove a portion of an existing wall and install a gate to allow pedestrian and bike passage through the north end of the Metro Red Line Universal Station parking lot. The Department signed an MOU (Attachment B) obligating the City to reimburse Metro for the entire cost of the work, not to exceed \$100,000. Staff is recommending payment of this obligation from the FY2015-16 funding allocated for Ciclavia events.

Consistent with past practice, the remaining \$550,000 will be awarded with the amendment No. 2 and disbursed to CicLAvia based on the following type of expenditures:

1) Direct Expenditures (i.e. Production & Out of the Pocket expense): Any expense directly associated with the implementation of the event (e.g. equipment rental, traffic management plans, ambulance services, parking, etc.).

2) CicLAvia Administrative Costs: Staff costs related to the planning, development, and promoting of the event.

The contract funds will be applied to the expenditures on a category by category basis. The City will first cover City departmental services; City future planning costs, then reimburse (1) direct expenditures as defined above from the remaining available funds, and then reimburse (2) administrative costs as defined above from any remaining funds.

for their sub-contractor. CicLAvia has complied with a competitive procurement strategy, as required by the City. The RFP Selection Summary conducted by CicLAvia is attached to this report as Attachment C. In addition, this report recommends that Department of Transportation confer with the City Attorney to determine if it is appropriate to pursue a Request for Proposal to award a multi-year contract for future open-street events.

<u>Activity</u>	<u>Amount</u>
Reimbursement of City costs (2 events x \$150,000) *	\$300,000
Contingency/Planning of future events	\$ 50,000
Metro Reimbursement for Valley Ciclavia Wall	\$100,000
Disbursement to CicLAvia	<u>\$550,000</u>
	\$1,000,000

* The Department anticipates the third event to be held in Southeast Cities will expend less than the average costs of previous events due to the limited mileage within the City. The Department will seek reimbursement from the City of Huntington Park which was awarded a LACMTA open-street grant for the third event.

Background

“Ciclovias” (Spanish for “bike path”) started in Bogotá, Colombia, over thirty years ago as a response to the congestion and pollution of city streets. Twelve successful CicLAvia events have taken place in the City of Los Angeles since 2010. With over 100,000 in attendance at each event, CicLAvia continues to bring together Angelenos of all ages to the streets of Los Angeles. The goals of the event are to promote bicycling, open space, public transportation, and public health. The City has supported CicLAvia events with the Mobile Source Air Pollution Reduction Trust Fund and Transportation Development Act Article 3 Funds in the past.

SJR:ra/hh

Attachments

c: Borja Leon, Deputy Mayor’s Office City Services

**AMENDMENT NO. 2 TO THE MEMORANDUM OF UNDERSTANDING
BETWEEN THE CITY OF LOS ANGELES AND CICLAVIA (C-123637)**

This Amendment No. 2 to the Memorandum of Understanding ("MOU") between the City of Los Angeles ("City") and CicLAvia, Inc. ("Grantee") is dated September 29, 2015.

WHEREAS, the City and the Grantee entered into MOU (C-123637) on February 6, 2014, and the Grantee had successfully implemented three CicLAvia events under the Amendment No. 1 dated September 29, 2014: October 5, 2014: Heart of the LA; December 7, 2014: South LA and March 22, 2015: CicLAvia- the Valley; and

WHEREAS, the current MOU expires on September 30, 2015; and with only the 2014 "Open Street Grant Program" funding from Los Angeles County Metropolitan Transportation Authority ("LACMTA") for the Southeast Cities and Watts CicLAvia, Grantee has proposed three more events within the City for Fiscal Year 2015-16:

October 18, 2015- Heart of LA CicLAvia

March 2016- Van Nuys & Pacoima CicLAvia

May 15, 2016- Southeast Cities and Watts (with previous LACMTA grant awarded to Huntington Park)

WHEREAS, Grantee has complied with a competitive procurement strategy as stated in Section 7.5.1 of the Amendment No. 1. The RFP Selection Summary conducted by CicLAvia is attached as part of the Department of Transportation Report to the City Council.

WHEREAS, given the limited time frame in which these additional events are scheduled to take place, and given the professional expertise and history of the Grantee in developing, quickly organizing, and operating car-free open street events in Los Angeles, the City continues to find that competitive bidding in this particular instance would be impractical, undesirable, and would not produce an advantage to the public interest in light of the purposes to be accomplished;

NOW THEREFORE, in consideration of the mutual terms and conditions contained in the MOU and herein, and in consideration of the promises, covenants, and agreements hereinafter set forth, the City and Grantee hereby agree the MOU is amended to include the following terms and conditions:

ARTICLE 1. TERM

1.1.1 The current term of the Amendment No.1 to the MOU, set to expire on September 30, 2015, shall remain in effect for an additional year from October 1, 2015 to September 30, 2016, pending the approval of the City Council and Mayor of the City of Los Angeles.

ARTICLE 2. ALLOCATION OF THE FUNDS, INVOICE PROCEDURE, AND PAYMENT

- 2.1 The City will provide Grantee up to \$550,000 from the City's Local Transportation and Proposition C Fund to be used for activities associated with the preparation and implementation of the "CicLAvia: Heart of the LA" event and the "CicLAvia: Van Nuys & Pacoima event.
- 2.2 The City will invoice City of Huntington Park directly for the City cost of the Southeast Cities and Watts Ciclavia event.
- 2.3 The funds will be disbursed in accordance with the City of Los Angeles disbursement procedures.
- 2.4 The Grantee's expenditures for the two events will be classified into the following two (2) categories:
 - 1) Direct Expenditures (i.e. Production & Out of the Pocket expense): Any expense directly associated with the implementation of the event (e.g. equipment rental, traffic management plans, ambulance services, parking, etc.).
 - 2) CicLAvia Administrative Costs: Staff costs related to the planning, development, and promoting of the event.

The contract funds will be applied to the expenditures on a category by category basis. The City will first cover City departmental services; City future planning costs, then reimburse (1) direct expenditures as defined above from the remaining available funds, and then reimburse (2) administrative costs as defined above from any remaining funds.

Since the Grantee will be holding open streets events in other municipalities and its contractor also has its own events other than CicLAvia; the administrative costs reimbursed under this MOU should be both identifiable and equitable. The Grantee is required to demonstrate both in its billing to the City.

ARTICLE 3. GRANTEE'S SCOPE OF WORK

- 3.1 Grantee agrees to provide three (3) additional CicLAvia open street events between October 1, 2015 and June 30, 2016, which include the following: Heart of LA on October 18, 2015, Van Nuys & Pacoima CicLAvia in March 2016 and Southeast Cities and Watts CicLAvia during May of 2016.

ARTICLE 4. MISCELLANEOUS

- 4.1 Department of Transportation will seek advice from the City Attorney Office in determining if a competitive procurement is needed for future CicLAvia events.
- 4.2 Department of Transportation will also work with Ciclavia along with the Mayor's Office to develop other feasible routes for more open streets events subject to availability of funding.

IN WITNESS WHEREOF, the parties have caused this Amendment No. 2 to be duly executed and delivered as of the dates below with all the formalities required by law.

FOR: THE CITY OF LOS ANGELES

FOR: CICLAVIA

By: _____
Eric Garcetti
Mayor, City of Los Angeles

By: _____
Stephen Villavaso
President / Chairman
CicLAvia, Inc.

Date: _____

Date: _____

Approved as to form:
Mike Feuer
City Attorney

Attest:
Holly Wolcott
City Clerk

By: _____
Michael Nagle
Assistant City Attorney

By: _____
Deputy

Date: _____

Date: _____

Caltrans ID #:6065(190)
DUNS: 016260290
FTIP #: LA0G113

Open Streets ID# 920000000CYC14152A
CFDA: 20.205

**FUNDING AGREEMENT FOR
CONSTRUCTION RELATED TO THE OPEN STREETS EVENT TITLED: CICLAVIA:
THE VALLEY**

This Funding Agreement for Construction Related to the Open Streets Event Titled: CicLAVia: The Valley (the "**Agreement**") is entered into with an effective date of January 1, 2015 (the "**Effective Date**") and is by and between the City of Los Angeles (the "**City**") and the Los Angeles County Metropolitan Transportation Authority ("**LACMTA**"), hereinafter referred collectively as the "**Parties.**"

RECITALS

- A. On June 26, 2014, the LACMTA Board approved the 2014 Open Streets Grant Program providing Congestion Mitigation Air Quality ("**CMAQ**") funds for one-day events that close the street to automotive traffic and open them to people to walk or bike ("**Open Street Events**"). Further, the LACMTA Board approved that LACMTA serve as the pass through agency of the CMAQ funds with local cities.
- B. On June 26, 2014, the LACMTA Board approved the award of \$366,733 in CMAQ funds to the City for non-infrastructure, planning and implementation costs associated with City's Open Street Event titled CicLAVia: The Valley. City's actual one day open street event is referred to herein as the "**Event.**"
- C. Subsequent to the LACMTA Board's approval of the award of the CMAQ funds to City, the City informed LACMTA of its desire for LACMTA to make certain modifications to LACMTA's property prior to the event. Specifically, City desires that LACMTA remove a portion of an existing wall and install a gate to allow pedestrian and bike passage through the north end of the Red Line Metro Universal Metro Station parking lot (the "**Work**"). City believes that the Work will enhance the Event.
- D. The Work is not eligible for funding under the Open Streets Program approved non-infrastructure federal grant #6065(190) and was not included in the City's application for the Open Streets grant program.
- E. LACMTA and City will enter into that certain Grant Agreement 920000000CYC14154 for LACMTA to provide the \$366,773 for the Event.
- F. Pursuant to Grant Agreement 920000000CYC14154, City agreed to enter into this Agreement and reimburse LACMTA for the entire cost of the Work.

- G. The parties desire to execute this Agreement for City to authorize LACMTA to perform the Work and to allow LACMTA to be reimbursed for the Work.

NOW, THEREFORE, the Parties hereto agree as follows:

AGREEMENT

1. TERM

1.1 The term of this Agreement shall commence on the Effective Date and shall expire when final payment has been made to LACMTA or one year after the Effective Date. The parties understand and agree there are certain covenants and agreements which specifically remain in effect after expiration or termination of this Agreement.

2. SCOPE OF WORK

2.1 LACMTA shall construct the Work as more fully described in the Scope of Work, attached hereto as Exhibit A.

2.2 LACMTA shall receive approval from the City of Los Angeles and Council District 2 on the final design and cost of the phase II work prior to the start of the phase as described in the Scope of Work, attached hereto as Exhibit A.

2.3 LACMTA shall use Metro force account or contractors to conduct the work as described in the Scope of Work, attached hereto as Exhibit A.

3. FUNDING

3.1 City shall pay LACMTA for 100% of the capital and installation costs associated with the Work which is estimated not to exceed \$100,000 described in Exhibit A.

3.2 Upon completion of the Work, LACMTA will submit a single request for payment to the City with supporting documentation (invoices, timesheets, receipts, etc.)

3.3 City will pay LACMTA within thirty (30) days of receipt of LACMTA's request for reimbursement.

3.4 The City shall transmit the reimbursement/payment to LACMTA's at the following address.

Los Angeles County Metropolitan Transportation Authority

File 54924
Los Angeles, Ca 90074-4924
P.O. Box 512296
Ref# Open Streets ID# 920000000CYC14154A

Notification of the reimbursement/payment submittal shall also be forwarded to the LACMTA Open Streets Program Manager by email at Shavita@metro.net.

4. **INDEMNIFICATION**

4.1 LACMTA shall indemnify, defend and hold harmless City, its officers, directors, employees and agents from and against any and all claims (including attorney's fees and reasonable expenses for litigation or settlement) for any loss or damages, bodily injuries, including death, worker's compensation subrogation claims, damage to or loss of use of property alleged to be caused by the negligent acts, omissions or willful misconduct by LACMTA, its officers, directors, employees or agents in connection with or arising out of the performance of the Work under this Agreement.

4.2. City shall indemnify, defend and hold harmless LACMTA, its officers, directors, employees and agents from and against any and all claims (including attorney's fees and reasonable expenses for litigation or settlement) for any loss or damages, bodily injuries, including death, worker's compensation subrogation claims, damage to or loss of use of property alleged to be caused by the negligent acts, omissions or willful misconduct by City, its officers, directors, employees or agents in connection with or arising out of the City's performance of this Agreement.

4.3 The indemnification and defense obligations of this Agreement shall survive its expiration or termination

5. **RECORD RETENTION AND AUDITS**

5.1 LACMTA shall maintain all source documents, books and records connected with its performance of the Work under this Agreement for three (3) years.

5.2 City, and/or its designee, shall have the right to conduct audits of the construction as needed. LACMTA agrees to establish and maintain proper accounting procedures and cash management records and documents in accordance with Generally Accepted Accounting Principles (GAAP). LACMTA shall reimburse City for any expenditure not in compliance with this Agreement.

6. **MISCELLANEOUS**

6.1 California law shall govern this Agreement. If any provision of this

Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions shall nevertheless continue in full force without being impaired or invalidated in any way, unless any of the stated purposes of the Agreement would be defeated.

6.2 No amendment, modification, alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by authorized representatives for the Parties hereto and no oral understanding or Agreement not incorporated herein shall be binding on any of the Parties.

6.3 This Agreement contains the entire understanding between the Parties and supersedes any prior written or oral understandings and agreements regarding the Work.

6.4 The covenants and agreements of this Agreement shall inure to the benefit of, and shall be binding upon, each of the Parties and their respective successors and assignees.

6.5 Both parties shall comply with all applicable laws, regulations and policies.

6.6 Neither City nor LACMTA shall assign this Agreement, or any part thereof, without the written consent of the other party. Any assignment without such written consent shall be void and unenforceable.

6.7 Neither party hereto shall be considered in default in the performance of its obligation hereunder to the extent that the performance of any such obligation is prevented or delayed by unforeseen causes including acts of God, acts of a public enemy, and government acts beyond the control and without fault or negligence of the affected party. Each party hereto shall give notice promptly to the other of the nature and extent of any such circumstances claimed to delay, hinder, or prevent performance of any obligations under this Agreement.


6.8 Notices: Any notice required or permitted under this Agreement, shall be in writing and shall be deemed served if sent by registered mail addressed as follows, unless otherwise notified in writing of a change of address:

Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza, Mail Stop 99-22-2
Los Angeles, CA 90012
Attention: Avital Shavit

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized representatives as of the dates indicated below:


LACMTA:

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY

By:  Date: 03/17/15
Arthur T. Leany
Chief Executive Officer


APPROVED AS TO FORM:

MARK J. SALADINO
County Counsel

By:  Date: 2/27/15
Deputy

GRANTEE:

City of Los Angeles

By:  Date: 3-5-15
SELETA REYNOLDS
General Manager, Department of Transportation

APPROVED AS TO FORM (OPTIONAL):

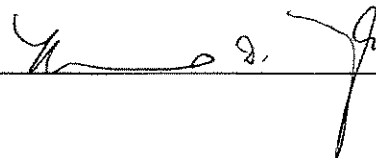
By:  Date: 3/2/15

EXHIBIT A SCOPE OF WORK

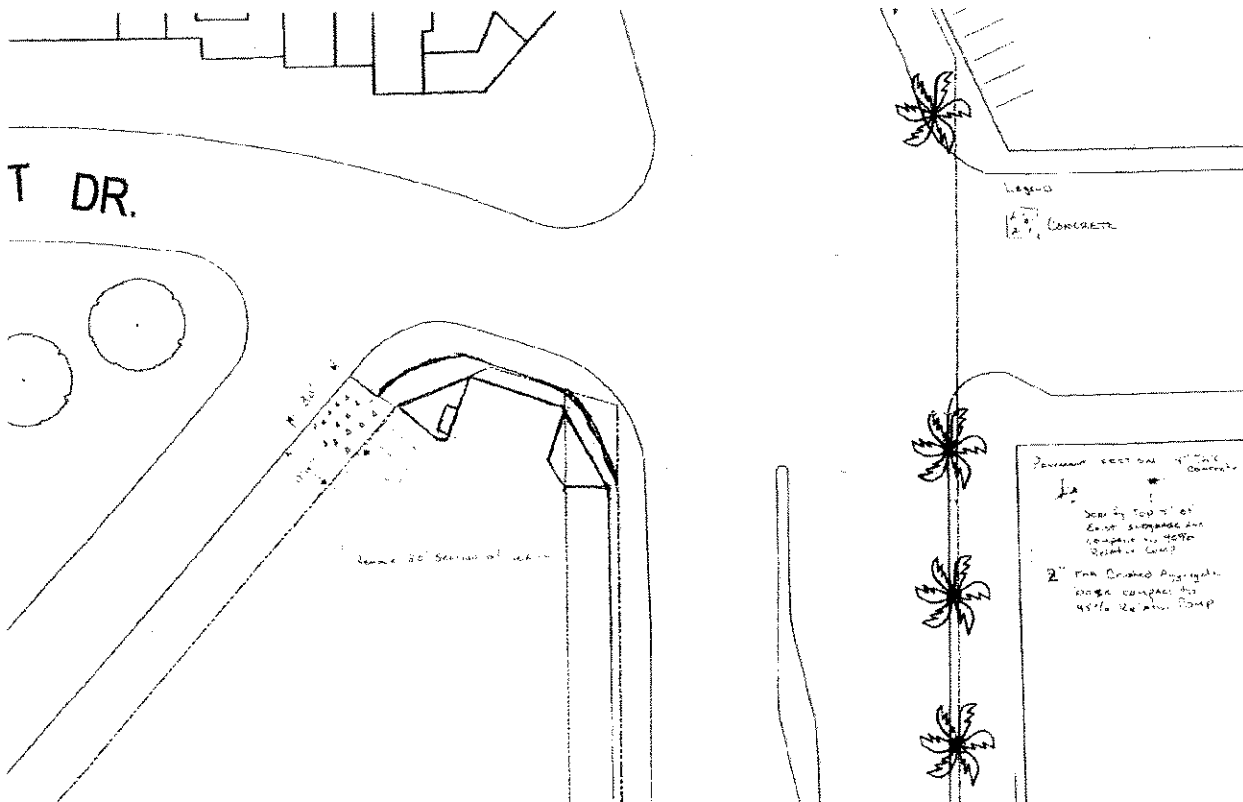
Project Name: CicLAvia: The Valley – Metro Universal Red Line Station Parking Lot Wall Infrastructure Modifications

Schedule:

Phase I: Construction of an opening in the Universal Station parking lot to allow through pedestrian and bicycle access for the CicLAvia: The Valley route, a curb ramp and a temporary construction gate must be completed prior to the date of the event - March 22, 2015.

Phase II: The final permanent gate installation, landscaping and other finishing details will be completed after the event. Metro proposes to use a fence contractor (Ace Fence) under a task order to complete the work.

Project Description: Modify the Universal City Metro Station parking lot wall at the north corner of the parking lot. The modification includes removing a section of the wall and replacing it with gate (per the diagram below) at the intersection of Valleyheart Street and Bluffside Street. The modification also includes alterations to the existing curb cut to align with the width and path of the gate and replacement of landscaping.





3780 Wilshire Bl, Suite 1020
 Los Angeles, CA 90010
 213.355.8500 / ciclavia.org

MEMORANDUM

February 19th, 2015

TO: Stephen Villavaso, President
From: Eric Metz, Treasurer
RE: RFP Selection Summary

Hello Stephen,

Following up on the RFP selection process, below is a brief memo documenting the selection and qualification process. A committee composed of Board Members Catherine Geanuracos, Heidi Zeller, Romel Pascual, Jonathan Parfrey and myself, reached out to 245 event production firms that have a local presence in Los Angeles County, and of those firms, 95 were responsive and received a copy of the RFP. Nine (9) firms actually responded to the RFP:

1. Authentic Entertainment
2. Autonomy Entertainment
3. Community Arts Resources
4. Cause Force
5. Extraordinary Events
6. Joe Moller Events
7. Octagon
8. Shiraz Events
9. YourBASH!

The selection criteria focused on four (4) qualifications – (a) Experience, (b) Firm Qualifications, (c) Quality of Proposal, and (d) Cost Proposal – which were ranked on a scale of 1 to 5, with 5 being the highest / most responsive score.

The two highest ranked firms were selected for a formal interview: Community Arts Resources and Cause Force. After conducting the in-person interviews, it was determined that Community Arts Resources was the most responsive to the RFP, demonstrated the most knowledge of the production details, and had a superior community engagement background required to fulfill CicLAVIA's outreach and education needs.

Pursuant to the select process and Board instructions, Community Arts Resources has been selected to produce and develop CicLAVIA's for the term of March 7th, 2015 to June 30th, 2016.

Sincerely,

Eric Metz
 Treasurer

REQUEST FOR PROPOSALS (RFP) for
CICLAVIA OPEN STREETS EVENT PRODUCTION
January 5, 2015

1. SUMMARY

The non-profit organization CicLAvia is accepting proposals to plan, produce and implement four CicLAvia open streets events from July 1, 2015 through June 30, 2016 in Los Angeles County. This contract will assist the CicLAvia organization with implementing large urban CicLAvia open streets events that attract participation of more than 50,000 people per event along a route that has historically exceeded 7.5 miles.

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

2. BACKGROUND – About CicLAvia

This mission of CicLAvia is to catalyze vibrant public spaces, active transportation and good health through car-free streets. CicLAvia engages with people to positively transform our relationship with our communities and with each other.

Inspired by “Ciclovía”, the original, weekly street closure event in Bogotá, Colombia, CicLAvia consists of the temporary opening of Los Angeles streets to pedestrians and bicyclists so that they may enjoy a safe and pleasant recreation space, without the fear of car traffic. CicLAvia is a recurring free program that features interconnected routes throughout the Southern California region, creating a web of temporary public space where Angelenos are encouraged to make active use of their streets – a ‘pop-up’ space for recreation and social integration.

On October 10, 2010 (10-10-10), CicLAvia took place for the first time in Los Angeles and was enjoyed by an astounding number of participants: more than 50,000 participated. From 10 am to 3 pm, 7.5 miles of roadways were temporarily closed to car traffic and open for recreational purposes. Since then, there have been 11 CicLAvia events where families, pedestrians, cyclists, joggers, skateboarders, and rollerbladers rediscovered the roadways and neighborhoods that too often go unnoticed in a car.

CicLAvia is a partnership with the Mayor of Los Angeles, the City of Los Angeles, METRO, and other local governments.

CicLAvia serves the needs of multiple stakeholders and maintains multiple relationships representing the full diversity of individuals and communities in Los Angeles and beyond, including: current and future CicLAvia participants; customers; funders; donors; partner organizations; communities and community members; board members; general public; media; and others.

CicLAvia’s activities are undertaken within the framework of its core values. CicLAvia is:

- Safe: We prioritize the safety of our participants and seek to make our streets safer for everyone.
- Inclusive: Our events are accessible, open to everyone, and always free. We prioritize creating events in park-poor neighborhoods and promote new connections within and between our communities. We're neighborly and public-spirited.
- Participatory: We are active and multi-modal. We encourage walking and rolling in all (non-motorized) forms. We are about movement!
- Fun! We value discovery and seek to inspire creativity.
- Sustainable: we promote environmentally responsible modes of transit. We emit less carbon into LA air with fewer cars driving on event days. We champion locally owned businesses and organizations along our routes.

- Transformative: We invent imaginative new uses for public space, inspire healthy behaviors, and invigorate the ways we interact with each other. By reshaping the sprawling urban area into a cohesive and intimate region for a day, we offer a glimpse into the future city where public streets are safe, fun and offer a sense of possibility for everyone.

3. SCOPE OF WORK

CicLAvia is soliciting proposals for services to plan and execute four CicLAvia events in Los Angeles County during the fiscal year 2015/2016. This contract will assist the CicLAvia organization with implementing large urban CicLAvia events that attract participation of more than 50,000 people per event along a route that has historically exceeded 7.5 miles.

Period of Performance: July 1, 2015 – June 30, 2016

Proposed Schedule of Events:

- August 9, 2015: Culver City/LA – CicLAvia to the Beach
- October 11, 2015: Heart of LA – Downtown LA
- March 2016: San Fernando Valley (specific date TBD)
- May 15, 2016: Southeast cities

Services

The job of the contractor is to assist CicLAvia in producing open street events. The contractor will perform tasks as directed by the CicLAvia Executive Director and other CicLAvia staff.

1. Event Planning

- Oversee and plan all matters relating to the physical production and implementation of CicLAvia open streets events;
- Perform route logistical needs;
- Convene community stakeholder meetings as directed;
- Lead event evaluation and account for metrics to measure event success;
- Coordinate and organize planning;
- Manage CicLAvia merchandise logistics and sales;
- Work closely with staff to develop and deploy appropriate day-of signage; and
- Develop necessary documents for day-of staff, explaining merchandise protocol on the day-of the event.

2. Event Production Activities and Services

- Manage all physical production components of each CicLAvia event;
- Manage event-specific budget;
- Develop Hub elements and layout;
- Provide programming for hubs and along the route, including working with organizations along the route and other community partners to produce programming;
- Develop site plans for each hub, identifying infrastructure, signage and staffing needs;
- Ensure that all programmatic elements are in line with CicLAvia's mission and follow all LA City rules and regulations;

- Perform design, printing and placement of signage as directed;
- Obtain equipment rentals as directed;
- Organize staging as directed;
- Organize breakdown, cleanup and removal of all trash;
- Organize security and crowd control as directed;
- Organize insurance as directed;
- Organize permits as directed;
- Organize marketing/merchandizing booth area at hubs as directed;
- Secure staff & provide oversight of Day-of staffing and volunteer plan;
- Collaborate with CicLAvia staff in management of volunteer coordinators and day-of volunteers;
- Organize audience surveys/testimonials to be conducted at each event as directed;
- Arrange for professional photo/video documentation as directed;
- Work closely with Development team to ensure that sponsors and partners are properly placed at appropriate hub locations, and sponsors and partners are properly informed of event-day details;
- Develop a packing list and plan prior to each event;
- Work closely with Communications staff to ensure press access and communications functions are successfully fulfilled; and,
- Provide point of contact and staff to coordinate with all relevant public agencies and entities along the route.

3. **Reporting**

- Perform regular reporting of project milestones and progress to Executive Director;
- Provide final written financial and event attendance reports; and
- Provide program evaluation, incorporating audience surveys of specific events.

4. **PROPOSAL REQUIREMENTS**

All proposals should:

- Not be more than 15 pages in length;
- Demonstrate experience in all areas of service as outlined above;
- Specify your skills, including but not limited to your approach, strategy, and staffing;
- Highlight the most relevant projects you have successfully produced in the last 5 years, including project budgets and compensation structures. Provide a short synopsis of the events and specify your role; and,
- Provide a clear compensation scenario for the time allotted in the contract (i.e. budget).

Suggested organization of proposal:

- (1) Table of Contents
- (2) Introduction / Executive Summary
- (3) Company or Agency Profile, including staffing and organization
- (4) Relevant Experience [Note: resumes will be requested, if needed, during the review / interview process]
- (5) Summary of current clients
- (6) Summary of references (three), with contact information
- (7) Proposed Scope of Work, outlining how you will meet the stated objectives of the RFP and reflecting an understanding of project goals. The Scope should include a compensation structure and schedule.

- (8) Proposed events and activities
- (9) Budget proposal

5. TIMELINE and PROPOSAL DEADLINES

- **APPLICATION DUE DATE:** Proposals are due no later than 12:00pm/noon PST, Wednesday, January 21, 2015.
- **EVALUATION/REVIEW DATES:** Proposals will be evaluated immediately after the deadline. During this time the CicLAVia organization may require interviews at its offices with our evaluation team on or about the week of February 4, 2015. Proposers will be notified if this is requested.
- **SELECTION DATE:** The name of the candidate firm (company) who has been selected will be decided on or about February 10, 2015.
- Negotiations will begin immediately with the successful candidate.
- All other candidates will be notified on or about February 28, 2015.

SELECTION PROCESS

- After the RFP deadline, the Executive Committee of the CicLAVia Board will prescreen the applicants to eliminate those not meeting minimum eligibility requirements.
- CicLAVia will convene a selection panel composed of its Executive Committee to review the proposals of candidates who meet the eligibility requirements. The qualified candidates will be ranked based on the selection criteria to determine a list of finalists. Finalists will be invited to interview with the selection panel.

6. SELECTION/EVALUATION CRITERIA

Proposals will be evaluated with the following criteria:

Experience 70%

- Documented successful prior experience in handling projects of similar size and scope and involving multi-modal transportation forms;
- Knowledge and familiarity working in Los Angeles – City or County;
- Demonstrated ability to meet deadlines;
- Administrative and operational efficiency; and,
- Superior skills and reputation, including timeliness and demonstrable results as evidenced by reference checks.

Qualifications 20%

- Superior qualifications of Project Team members, as confirmed by degrees, licenses, publications, training, and/or accreditations;

- Technical, administrative, financial capacity; and,
- Evidence of attendance figures, testimonials, press clips, awards.

Technical Proposal 5%

- Use of most efficient methodology;
- Innovation;
- Utilization of best practices;
- Ability to meet project deadlines under proposed project plan; and,
- Typical schematic staff and program model for one event per the above scope of work.

Cost Proposal 5%

- Cost-effectiveness, expense reduction; and,
- Rates, fee cap, overhead, contingencies and other cost control measures.

7. ELIGIBILITY

- Open to professional special events firms;
- Contractors must have successfully completed at least five relevant projects;
- Demonstrable experience producing events with crowds over 10,000 people;
- Must have permanent staff based in Los Angeles County;
- Availability to work on the project during the specified timeline; and,
- Firms must be in good standing with City of Los Angeles, County of Los Angeles, City of Pasadena, City of Culver City, Metro and other local governments.

8. HOW TO APPLY

HOW TO APPLY

SUBMITTAL:

Submittals are due by 12:00 p.m. PST on January 21, 2015.

Please submit the proposal to the following email: ciclaviarfp@gmail.com.

Proposers may also send a copy via email to Stephen Villavaso, villavaso@gmail.com. Applications will be acknowledged by Mr. Villavaso, president of CicLAVia.

QUESTIONS: Please email questions to the following email address: Stephen Villavaso, villavaso@gmail.com.

For more information about the organization visit www.ciclavia.org

QUESTIONS:

Questions about the RFP must be submitted via email by 5:00 p.m. PST on January 12, 2014 to: villavaso@gmail.com.