

REPORT FROM

## OFFICE OF THE CITY ADMINISTRATIVE OFFICER

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Date: August 31, 2009

CAO File No. 0220-00076-0000  
Council File No. 07-1586  
Council District: Citywide

To: The Council

From: Miguel A. Santana, City Administrative Officer *RAC*

Reference: Instruction of the City Council, dated April 21, 2009, to report back with the results of the Request for Proposals for film permitting coordination services

Subject: **FILM PERMIT COORDINATION SERVICES – COMPETITIVE BID**

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### SUMMARY

On April 21, 2009, the Council approved a request for proposals (RFP) for the provision of film permitting coordination services, authorized this Office to release the RFP and directed this Office to report back to Council with the results of the competition no later than September 9, 2009. The RFP process can be summarized as follows:

<u>Date</u>	<u>Action</u>
Summer 2007	Request for Information issued at direction of the Council. Fifteen potential bidders were identified.
April 21, 2009	The Council approved release of the RFP.
May 6, 2009	RFP issued with a due date of July 8, 2009. The RFP was posted on the LABAVN and CAO websites, directly emailed to 23 potential bidders, and a letter announcing the RFP and inviting proposals was mailed to 164 other companies providing similar services.
May 8, 2009	The City Clerk published the RFP notice.
June 17, 2009	Pre-Proposal Conference held. Ten individuals representing a total of four firms attended. The Mayor's Minority Business Opportunity Center presented information assisting firms with understanding the MBE/WBE. It became clear that another week would be warranted to provide sufficient time for completion of all MBE/WBE requirements.
June 22, 2009	The due date for the proposal was revised to July 15 and was posted on the LABAVN and CAO website and sent to all who received the original notice.
July 15, 2009	One proposal was submitted – from FilmLA.
July 24, 2009	Rating of proposal began.
July 27, 2009	FilmLA proposal declared responsive.
August 4, 2009	The City Attorney determined that an oral presentation was not required since there was only one proposer.
August 7, 2009	Rating of proposal completed.

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DATE 08-11-09 BY 60322 UCBAW*

The FilmLA proposal reflects no cost to the City and was rated as follows:

<b>Film Permit Coordination, Notification and Complaint Referral Service</b>				
<b>RFP Rating for FILM LA</b>				
<b>RATER</b>	<b>Experience/ Ability</b>	<b>Quality/ Completeness of Work Plan</b>	<b>Costs</b>	<b>Total</b>
	<b>20 points</b>	<b>50 points</b>	<b>20 points</b>	<b>90 points (max. 450)</b>
Rater A	20	45	20	85
Rater B	20	43	20	83
Rater C	20	41	20	81
Rater D	20	41	20	81
Rater E	20	48	20	88
<b>TOTAL</b>	<b>100</b>	<b>218</b>	<b>100</b>	<b>418</b>
<b>AVERAGE</b>	<b>20</b>	<b>43.6</b>	<b>20</b>	<b>83.6</b>

We are in the process of preparing a new contract with FilmLA. Once we have completed the new contract, we will forward it for your consideration.

**RECOMMENDATIONS**

That the Council receive and file this report as it is informational only.

**FISCAL IMPACT STATEMENT**

There is no cost to the City and no impact on the General Fund.