



DONALD L. WOLFE, Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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April 9, 2007

IN REPLY PLEASE
REFER TO FILE: **AS-0**

REQUESTS FOR PROPOSALS – ADDENDUM 1 RESIDENTIAL RECYCLING PUBLIC EDUCATION PROGRAM (2007-AN015)

Thank you for attending the Proposers' Conference for the Residential Recycling Public Education Program (2007-AN015) on March 29, 2007, and for your interest in the Request for Proposals. **The deadline to submit your proposal has been extended to Wednesday, April 18, 2007, at 11 a.m.** Sealed proposals must be submitted to the Public Works Cashier located on the Mezzanine Floor.

In addition, we include the following responses to the requests for information during the Proposers' Conference. Please take them into consideration when submitting your proposal.

Added words are shown in **bold** and the deletions are shown as ~~strikethroughs~~.

1. Part I, Section 4, EVALUATION OF PROPOSALS; AWARD AND EXECUTION OF CONTRACT is modified as follows:

a. Subsection C, INITIAL REVIEW, paragraph 7 on page 1.20:

~~Proposer and any subcontractors have~~ **has** a minimum of two years' experience designing, implementing, and conducting outreach campaigns in the fields of solid waste management, public relations, and public education **public relations campaigns or public education programs.**

b. At subsection D, EVALUATION CRITERIA, on page 1.21 the first three sentences of paragraph 3:

~~The Proposer and any subcontractor(s)~~ must have a minimum of two years' experience designing, implementing, and conducting outreach campaigns, in the fields of solid waste management, public relations, and public education. **public relations campaigns, or public education programs.** The evaluators may award a maximum of 10 points for the quality and quantity of experience of the Proposer, its key personnel, and

subcontractors in providing the requested services to organizations. Greater weight may be given to services provided to agencies of similar size and nature **and experience in outreach campaigns, public relations campaigns, and public education in the field of solid waste management.**

2. Part II, Exhibit A, Scope of Work, D.1.c.iv, Website, on page A.7 is modified as follows:

The Contractor shall redesign the County's residential recycling website <http://dpw.lacounty.gov/epd/recycling/> to create a look consistent with the new outreach materials. The redesign shall include new graphics and updated information currently displayed. The Contractor shall evaluate the current website, accept Public Works' input, and include a schedule for development of the website in the Plan **that anticipates Public Works' approval within six months after the effective date of the contract.** The website shall be designed to meet Public Works Web Development Standards and Guidelines (Exhibit E) and shall be approved by Public Works Chief Information Officer (CIO). **The Contractor shall include, in the redesigning, a calendar feature that will be integrated with the Email Notification System currently implemented by the County.**

3. Part II, Exhibit A, D.1.c.vi(1), Community Events, on page A.7 is modified as follows:

The Contractor shall participate in 24 community events/festivals to provide outreach to County unincorporated area residents. Promotional items are to be distributed at these events. Community events may include the California Poppy Festival, America Recycles Day, Earth Day, and other events and festivals throughout the County. Prior to attending, the Contractor shall submit to the Contract Manager, for review and approval, a schedule of community events proposed, type of promotional theme and materials to be distributed, and the names of at least two staff members to attend. **The Contractor shall utilize one kiosk at the community events to provide information on the Program along with additional information on recycling and waste diversion. The Contractor is responsible for the warehousing and transportation of the kiosk to the community events.**

4. Part II, Exhibit A, D.1.c.vi(2), Special Events, on page A.8 is modified as follows:

The Contractor shall conduct 12 special events which promote the Program's objectives in selected County unincorporated areas. These events shall include a 30-minute interactive presentation on recycling and be followed by activities in which area residents participate. The activities should incorporate the Program's goals for waste reduction and recycling through a recyclables collection drive or similar contest. The Contractor shall develop the interactive presentation and activities that will be used in the special events. **The Contractor shall utilize the kiosk used at the community events for the special events. The Contractor is responsible for the warehousing and transportation of the kiosk to these events.**

5. Part II, Exhibit A, D.1.c.vii, Local Outreach, on page A.9 is modified as follows:

The Contractor shall develop, **purchase**, and coordinate placement of 15 kiosks or similar devices to play the Program's public service announcement along with advertisements from other programs, in addition to the interactive web-based game (Task One, Section D.1.c.v). **Fourteen** These kiosks shall be placed at local venues, such as offices, community centers, etc. **One kiosk will be utilized at the community events.** These electronic devices shall be designed to prevent theft, be easily operated, and run continually during the facilities' normal operating hours **for the duration of the contract.** These devices shall be rotated to other facilities at minimum every ~~six~~ **four** months. **The transition period down time of the kiosks during relocation shall not exceed one week.** The Contractor shall provide a description of the proposed kiosks, their features, and specifications within the Plan.

The specification for the kiosk, equipment and components shall include, but are not limited to, the following:

- **Equipment is required to comply with the County Electrical Code Manual Section 83.2 of Title 27. A listing of acceptable testing laboratories is available at http://dpw.lacounty.gov/epd/recycling/PDF/ECM_83-2.1_08142006.pdf.**
- **Americans With Disabilities Act (ADA) Compliance.**
- **Brushed metal finish.**
- **Contemporary and user friendly design.**
- **17" LCD touch screen monitor.**
- **External rugged keyboard with trackball.**
- **Ability to physically lock the kiosk and internal devices.**

- Proximity sensor.
- Wi-Fi connectivity.
- Thermal internal printer.
- Built in amplified speakers.
- Built in ventilation fans.
- Computer requirements: DELL, Model: OPTIPLEX 745 (Small Form Factor) or equivalent: Core 2 Duo 2.13GHz (1,066MHz bus), 2GB RAM, 80GB HD, 16x DVD-RW,, 10/100 Ethernet, wireless card (802.11g), and Windows XP Pro.

The Contractor shall monitor and provide routine maintenance on the kiosks every two weeks. Any theft, vandalism, system failure, or replacement shall be reported to the Contract Manager within 48 hours and be corrected within 72 hours. The Contractor shall provide a follow-up report upon completion. Should the Contractor be unable to correct these problems within 72 hours, the Contractor must immediately inform the Contract Manager to request an extension and obtain written approval.

The Contractor shall also monitor the wear and tear of kiosks and establish a schedule for the Contract Manager's review and approval for recommended maintenance, repairs, and/or replacement.

County staff may, at any time, perform random, unannounced inspections of the kiosks to evaluate the maintenance activities. If County staff determine that a kiosk requires further maintenance, the Contractor shall complete the work within 48 hours of being notified and shall provide a follow-up report.

A kiosk prototype shall be submitted to the Contract Manager for approval no later than the fourth month of the contract. After the Contract Manager's approval, all other kiosks will be shipped and installed at their specified location no later than six months into the contract.

At the end of the contract period, the Contractor shall deliver the kiosks to various locations specified by the Contract Manager.

6. The following clarifications are in response to request for information and clarification by attendees during the Proposers' Conference:
 - a. For the multifamily complexes, a preliminary review of the data for the County unincorporated areas show that there are approximately 46,000 units, which consist of 3,977 parcels of complexes with 3 units, 1,924 parcels of complexes with 4 units, and 2,328 parcels of complexes with 5 or more units.
 - b. Our preliminary information indicates the majority of the multifamily complexes with recycling services are within the County's seven Garbage Disposal Districts. However, the exact number of complexes within these services is unknown.
 - c. A copy of the Los Angeles County Residential Recycling Program – 2004 Survey Findings and Appendix A – Survey Instrument are available at http://dpw.lacounty.gov/epd/recycling/PDF/RR_SurveyInstrument.pdf and http://dpw.lacounty.gov/epd/recycling/PDF/RR_SurveyFindings.pdf.
7. For this Contract, we estimate the Contractor will dedicate approximately 20 percent of the total contract amount to media purchase, including, but not limited to, cable television.
8. Regarding media advertisements, the Contractor has the option to use the Department of Conservation's already produced television advertisements. If the Contractor proposes to produce new media advertisements, the Contractor must include the production cost in the unit price of the deliverable [Form PW-2, Task One, D.1.c.i (1), (2)] and indicate this in the Work Plan.
9. In regards to the requirement of "two year's experience in the development, negotiation, and placement of advertisements in broadcast media," in Part I, Section 4, Evaluation of Proposals, C.8, page 1.20, companies with such experience in ethnic broadcast media will be considered qualified.

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If you have any questions concerning the above information, please contact Mr. Edwin Manoukian at (626) 458-4057, Monday through Thursday, 7 a.m. to 5 p.m.

Very truly yours,

DONALD L. WOLFE
Director of Public Works

A handwritten signature in black ink, appearing to read 'Ghayane Zakarian', with a stylized flourish at the end.

GHAYANE ZAKARIAN, Chief
Administrative Services Division

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