



DONALD L. WOLFE, Director

# COUNTY OF LOS ANGELES

## DEPARTMENT OF PUBLIC WORKS

*"To Enrich Lives Through Effective and Caring Service"*

900 SOUTH FREMONT AVENUE  
ALHAMBRA, CALIFORNIA 91803-1331  
Telephone: (626) 458-5100  
<http://dpw.lacounty.gov>

ADDRESS ALL CORRESPONDENCE TO:  
P.O. BOX 1460  
ALHAMBRA, CALIFORNIA 91802-1460

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

November 28, 2007

### **REQUEST FOR PROPOSALS – ADDENDUM 2 REGIONAL USED MOTOR OIL AND FILTER RECYCLING COLLECTION AND PUBLIC EDUCATION PROGRAM (2007-AN064)**

Please note the responses to the questions that were made to the Request for Proposals (RFP).

1. **QUESTION:** Regarding the Financial Statements. The fact that financial statements are being requested, doesn't that go against the County's goal to assist small businesses because it is very difficult and costly for small businesses to have their financial statements audited.

**RESPONSE:** It is not the County's intent to hinder small businesses in this RFP process. However, as part of the County's due diligence for this particular RFP, we require that all Proposers submit financial statements for review to ensure that we enter into contracts with companies whose financial stability is intact.

2. **QUESTION:** Regarding the Local Small Business Preference Program. Since the Local Small Business Preference will not be taken into consideration, will there be some sort of an incentive, such as a five point bonus, for the local small businesses who qualify and request the preference?

**RESPONSE:** Unfortunately, the Local Small Business Preference Program is only associated with price in RFPs and since price is not a factor in this RFP, the preference will not be applied nor will any bonus points be given to account for the lack of a preference program.

3. **QUESTION:** Can Proposer use the existing public service announcements/media programs in their proposals since they were effective in reaching the target audiences?

**RESPONSE:** It is at the discretion of the Proposer whether or not they choose to use the existing public service announcements/media programs. However, the County is seeking new, innovative, and creative media programs and highly encourages Proposer to include an original media campaign in their proposal.

4. **QUESTION:** Can Proposer submit mock-up samples of their creative ideas/plans?

**RESPONSE:** Yes. It is at the discretion of the Proposer to submit mock-up samples of their creative ideas/plans. However, please note that there is no guarantee that the Proposer who submits mock-up samples will be awarded the contract. Further, Proposer who does not submit mock-up samples will not be penalized.

5. **QUESTION:** Can Proposer receive the final report, advertisements, flyers, etc. from the previous contractor? The reason being that the previous contractor has an advantage over new Proposer since they have the knowledge and background regarding the program and requirements.

**RESPONSE:** Yes. However, in order to receive this information, Proposer must submit a Public Records Request for such information (Enclosure). Please note that the current Proposer, Pulsar Advertising, Inc., was not in attendance at the Proposer's Conference held on November 6, 2007, therefore, we will not accept a proposal from them for this RFP.

6. **QUESTION:** Just a ballpark figure, how much money should be expected to put aside for Paid Media and Promotional Items? I know that it all depends on how we propose the Plan, but if you give us a rough ballpark figure it will help us have an idea as to our creative strategies.

**RESPONSE:** We cannot provide a ballpark figure. It is at the discretion of the Proposer to come up with a recommendation on both Paid Media and Promotional Items.

7. **QUESTION:** What is the difference between Task 1 and Task 2A? Is Task 1 the overall plan? And if so, for how many years should Task 1 cover? Is Task 2A an Annual Creative Plan, outlining **only** the creative components of the Plan?

**RESPONSE:** Yes. Task 1 is the overall plan. As indicated on Form PW-2, Schedule of Prices, Task 1 and Task 2A are both annual plans. Yes, Task 2A may outline the creative components of the plan and other creative recommendations of the Proposer.

8. **QUESTION:** In the evaluation criteria Item 6, Letters of Commitment, who qualifies as a corporate sponsor (i.e., Kragen)?

**RESPONSE:** Kragen is already a corporate sponsor of the program. Letters of Commitment would be from new corporate sponsors from private, public, or nonprofit agencies that support the program.

9. **QUESTION:** There seems to be some material personnel expense items not covered in the RFP expense section. Further, if we are to collect used-oil and filters, personnel must undergo annual training not covered anywhere in the budget pages. Also depending on whether there are multiple events on the same day (i.e., Earth Day, Spring Clean-up, Arbor Day, Water Awareness Week) this might require multiple teams for these collection events, which could run in excess of \$5,000 per year for 40 hours Hazwoper trained personnel and at least two persons trained as Supervisors. Where would these expenses be covered?

**RESPONSE:** With respect to where these expenses should be covered, in Part I, Section 3, Item H (page 1.14) Wages, Materials, and Other Costs; and in Form PW-2, Schedule of Prices; we explicitly outline that it is the responsibility of the Proposer to calculate into their proposal price all costs that may be associated with the services being provided. It is at the discretion of the Proposer to determine where these costs should be reflected and how many collection events will be conducted.

Events, such as Earth Day, Spring Clean-up, Arbor Day, Water Awareness Week are public education events and provide a person to person outreach on proper disposal of oil and filters.

10. **QUESTION:** There are no set number of Used Oil Collection Events set in the RFP, which could lead this program into heavy advertising with little emphasis on collection/diversion or putting all of the burden at the current and future collection centers. Special events sound more like Regional events where information can be distributed (again no set minimum number), while collection events at the

State Collection Centers sounds like hosted On-site Events and other collection events sounds like Hosted Off-site or Hazardous Household Waste Round-ups (no set number). The question therefore is, does the County want an advertising campaign or a Collection Program with advertising supporting the Program?

**RESPONSE:** We did not set a number of collection events because it is at the discretion of the Proposer to determine how they would propose or recommend a very effective campaign where advertising, collection events, media, outreach, etc. all work together in order to achieve a successful campaign. Ultimately, an increase in oil and filter collected will be realized due to increased awareness, motivation, and/or behavioral change.

11. **QUESTION:** The "Used Oil Ad Tracking 2007" powerpoint on the CD distributed at the conference, slide 21, mentions a "Chinese Language Recycling Hotline." On the RFP, however, it states that only English and Spanish speakers should be directed to the hotline (page A.5). I cannot find any mention of the Chinese hotline on the 888-Clean LA website or in the RFP. What is the Chinese language hotline and who operates it?

**RESPONSE:** The Chinese hotline was proposed and provided by the previous Contractor when events were conducted. This hotline was available for about two to three months through the Contractor. The current 888-Clean LA hotline is accessible to English and Spanish speaking residents. Please refer to Task 1 (page A.6) the third paragraph. It is at the Proposer's discretion to recommend how they plan to reach Chinese DIYers.

It is to your benefit to fully review and understand the revisions that have been made to the RFP. Sealed proposals must be submitted to the Public Works Cashier by the below-mentioned deadline.

The deadline to submit proposals has been extended to **Thursday, December 6, 2007, by 11 a.m.**

If you have questions concerning the above information, please contact Ms. Jeanette Arismendez at (626) 458-4050, Monday through Thursday, 7 a.m. to 5:45 p.m.

November 28, 2007  
Page 5

Please note that if it is discovered that a Proposer contacted and received material from any County personnel other than Ms. Arismendez, regarding this solicitation, the County, in its sole determination, may disqualify their proposal from further consideration.

Very truly yours,

DONALD L. WOLFE  
Director of Public Works

A handwritten signature in black ink, appearing to read 'Ghayane Zakarian', written in a cursive style.

GHAYANE ZAKARIAN, Chief  
Administrative Services Division

JA  
P:\aspub\CONTRACT\Jeanette\USED MOTOR OIL PE\2007\Addendum 2-new.doc

Enc.



# Los Angeles County Department of Public Works

**YOU ARE NOT REQUIRED TO FILL OUT THIS FORM IN ORDER TO RECEIVE PUBLIC RECORDS UNDER THE CALIFORNIA PUBLIC RECORDS ACT. COMPLETING THIS FORM IS OPTIONAL. THE INFORMATION REQUESTED BELOW, HOWEVER, SERVES TO ASSIST OUR EMPLOYEES IN PROCESSING YOUR PUBLIC RECORDS REQUEST.**

## PUBLIC RECORDS INSPECTION/COPYING REQUEST

In accordance with the California Public Records Act, California Government Code 6250, et al., the Los Angeles County Department of Public Works (DPW) will respond to requests for DPW records and documents, and provide access to records and documents that have been designated public information. Every person has a right to inspect public records as provided in the Act during the Department's office hours.

("Public records" consist of any information relating to the public's business prepared, owned, used, or retained by any public agency. Included are handwritten, typewritten, printed or photocopied documents; photographic films and prints; maps; magnetic or paper tapes; magnetic or punched cards; discs; and other forms of data.)

Pursuant to the Act, certain records are not subject to disclosure. DPW, upon request for a copy of records, shall determine within 10 days from the request whether to comply with the request and shall immediately notify the person making the request of such determination. In unusual circumstances, the 10-day period specified above may be extended an additional 14 days upon written notice to the requestor, stating the reasons for the extension and the date a determination is expected.

\* \* \* \* \*

Requested By: \_\_\_\_\_ (Please Print)

Date: \_\_\_\_\_

I prefer to be contacted by: ☐ Telephone ☐ U.S. Mail ☐ E-mail

Telephone: \_\_\_\_\_ U.S. Mail: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### DOCUMENTS REQUESTED:

---



---



---

**(OPTIONAL)** Are the documents requested being sought for the purpose of a claim or litigation?

Yes ☐ No ☐

If yes, please indicate: Firm Name: \_\_\_\_\_

Case Name: \_\_\_\_\_

Case Number: \_\_\_\_\_ Court Location: \_\_\_\_\_

I understand that I may be charged for this service. Estimated cost (if over \$50) \$ \_\_\_\_\_

\* \* \* \* \*

Documents delivered by \_\_\_\_\_  
Signature Date

Total cost \$ \_\_\_\_\_ Cost detail \_\_\_\_\_