

MEETING DATE: April 9, 2007

AGENDA ITEM: Authorize the Release of a Request for Proposals for Beverage Vending Machine Services at Selected Parks and Recreation Facilities Within Culver City.

ATTACHMENTS

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| 1. Notice Requesting Proposals – Request for Proposals for Beverage Vending Machine Services at Selected Parks and Recreation Facilities Within Culver City. | 1-7 |

NOTICE REQUESTING PROPOSALS

RFP # 1351

Notice is hereby given that sealed proposals will be received by the City of Culver City, California, for furnishing the following:

REQUEST FOR PROPOSALS FOR BEVERAGE VENDING MACHINE SERVICES AT SELECTED PARKS AND RECREATION FACILITIES WITHIN CULVER CITY

in strict accordance with the Specifications on file in the office of the CITY PURCHASING OFFICER, 4343 Duquesne Avenue, Culver City, California, 90232. Copies of specifications and proposal documents may be obtained from the PURCHASING OFFICE at that address, telephone number (310) 253-6550.

Original and two copies of the proposal must be filed with the CITY CLERK in CITY HALL, 9770 Culver Boulevard, Culver City, California, 90232, not later than **3:00 p.m.** on **May 10, 2007**, at which time they will be publicly opened in the Council Chambers on the first floor of City Hall. Facsimile proposals will not be accepted. Any bidder may withdraw his proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal will not be effective unless made personally or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action. The City reserves the right to reject any or all proposals as the best interests of the City may dictate.

By: _____
Ela Valladares, Deputy City Clerk

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SECTION I. City of Culver City Background

The City of Culver City ("the City"), incorporated in 1917, operates under a charter originally adopted in 1947 and has a Council/City Manager form of government. The five-member Council is elected at-large. The City is a full-service city with its own police, fire, refuse disposal, municipal bus, and other ancillary services. The City located on the Westside of Los Angeles County, generally situated north of LAX, southwest of Santa Monica, south of Beverly Hills and southwest of West Hollywood. The City is five square miles with a residential population of slightly over 41,000 and a daytime population of approximately 250,000. The City maintains, preserves and repairs 18 city-wide landscaped median strips, parkways, parkettes, parks and other landscaped areas. This totals approximately 111 acres. Five (5) recreational facilities are included in these parks.

SECTION II. Project Overview

The purpose of this project is to provide beverage vending machine services with the terms, conditions and specifications contained in this document. Under the scope of this RFP, the selected beverage vending machine service provider shall (1) Install eleven (11) machines in City parks; (2) Vend only "healthier beverage choices" as defined by the California "Health Beverage Bill," SB 965. (3) Sell beverages to the public at a reasonable price, to be determined during negotiations with the City; (4) Provide a sales commission to the City; (5) Provide twenty-four hour repair response for malfunctioning machines; (6) Provide forty-eight hour graffiti response on all machines.

SECTION III. Scope of Work

Upon acceptance of the successful proposal to the RFP, the selected provider will utilize the "Scope of Work" as part of the contract entered in with the City. The qualified vendor will provide the following services:

1. Install eleven (11) beverage machines (the "Machines"), three (3) in recreation facilities and eight (8) in park locations. Each Machine shall have a steel door and beverage vending industry standard vandal-resistance and safety features. The City shall specify each of the eleven locations for the Machines.
2. Vend only "healthier beverage choices" as defined by the California "Health Beverage Bill," SB 965. These guidelines require that beverages sold to the public in vending machines must be:
 - Fruit-based and vegetable-based drinks that are at least 50% juice without added sweeteners
 - Drinking water without added sweeteners
 - Milk products including 2%, 1%, nonfat, soy, rice and other similar non-dairy milk
 - An electrolyte replacement beverage that contains no more than 42 grams of added sweetener per 20-ounce serving

3. Sell beverages to the public at a reasonable price, to be determined during negotiations with the City. Vendor shall not change the sales price without first obtaining the permission of the City. It is understood by the parties hereto that the sale price of beverages may from time to time fluctuate based on a variety of factors, and the parties hereto will consult and agree in good faith on a reasonable sale price.
4. Provide a sales commission to the City. The manner in which said sales commission will be calculated and remitted will be determined during negotiations with the City.
5. Provide repair response for all damaged, disabled and malfunctioning Machines on the first available business day, Monday through Friday, excluding weekends and holidays, and provide the City with a repair response telephone number. Vendor shall maintain sufficient replacement parts for the Machines so as to enable damaged, disabled or malfunctioning Machines to be repaired at the Machine's location. In the event Vendor shall be called by the City for repair response, Vendor agrees to have a repair response person on scene within twenty-four (24) hours, on the first available business day, Monday through Friday, excluding weekends and holidays. Any and all repairs shall be undertaken and completed as soon as reasonably possible. In the event a Machine shall be damaged, disabled or malfunctioning to the point where repair is impossible or impractical, Vendor agrees to replace the damaged, disabled or malfunctioning Machine within forty-eight (48) hours with a replacement Machine, on the first available business day, Monday through Friday, excluding weekends and holidays.
6. Provide graffiti response for all Machines and recycling containers seven days per week, including weekends and holidays, and provide the City with a graffiti response telephone number. In the event Vendor shall be called by the City for graffiti response, Vendor agrees to have a graffiti response person on scene within forty-eight (48) hours.
7. Vendor specifically agrees that Vendor shall not in any manner use the name of the City of Culver City, nor the City Seal nor any City logotype, for advertisement or any other purpose, without the express prior written consent of the City Council.

SECTION IV. Proposal and Additional Information

By submitting a proposal, the bidder represents that he or she has thoroughly examined and become familiar with the work required under this RFP and that he or she is capable of performing quality work to achieve the City's objectives. To be fully considered, the candidate shall comply with the following format and response items instructions:

1. **MATERIAL SUBMITTAL:** Submittal material shall be bound, including a Cover Sheet, Table of Contents, and a completed Attachment A.

2. **LENGTH OF PROPOSAL:** Submitted proposal shall be limited to 20 pages in length, exclusive of requested proposal items.
3. **LETTER OF INTEREST:** Provide a letter that expresses the candidate's interest and strengths in the proposed project.
4. **PROJECT TEAM:** An outline of the firm's background, qualifications, and ability to perform the services required. A list of the personnel proposed to be employed on the project, their relationship to it, and their qualifications and experience to effectively manage the scope of services.
5. **RELEVANT EXPERIENCE:** Detailed summary of the relevant experience of the firm with emphasis place on those areas and qualification showing the capability to effectively develop and manage the scope of services.
6. **REFERENCES:** Provide a list of a minimum of three (3) current references that will be willing to discuss the work of your firm and/or performance. References shall include the names of the clients, contact names and phone numbers, addresses, and brief descriptions of the project(s).
7. **COST PROPOSAL:** Provide a detailed cost proposal and standard billing rate sheets, including all associated fees, labor, providing an itemized rate schedule that identifies personnel and expenses, including any proposed cost for sub consultants. The City shall not, in any event, be liable for any pre-contractual expenses incurred by consultant, in the preparation of their proposals.
8. **WORKLOAD:** Provide a detailed outline of the firm's current workload and ability to provide timely services.
9. **WORK SAMPLE:** Must submit a representative sample of photographs of existing vending sites.
10. **ADDITIONAL INFORMATION:** Submit any additional information or recommendations supporting the proposal.

The City reserves the right to reject a nonconforming proposal or to require a bidder to provide supplemental information or an amended proposal if the bidder's filing does not conform to the requirements of this RFP.

SECTION V. Proposal Submission

Bidders shall submit an original and two (2) copies of its proposal in a sealed envelope to the City on the date and at the place specified below. The submittal shall clearly identify the consultant on the outside with firm name, address and shall be marked as follows: "PROPOSAL FOR BEVERAGE VENDING MACHINE SERVICES." Submission of a proposal pursuant to this RFP shall constitute acknowledge and

acceptance of all terms and conditions. No proposal shall be considered complete until all information required by this RFP has been furnished to the City.

Proposals must be received no later than 3:00 P.M., Pacific Daylight Time on May 10, 2007. Proposals received after this time will not be accepted and will be returned to the consultants unopened.

Any City changes to this RFP will be made by written addendum. No verbal modification will be binding. Response from the City will be communicated in writing to all recipients of this RFP, and will be e-mailed, faxed or mailed depending on the time element remaining before the RFP submittal date. All proposals, reports and data submitted to the City shall become the property of the City of Culver City and will not be returned.

SECTION VI. Selection of Consultant / Evaluation

If a bidder submits a complete proposal by the City's deadline, the proposal will be evaluated in accordance with the needs of the City. The consultant selection procedure is a qualification and cost based process. A selection committee will review the proposals and consultants will be evaluated based on qualifications and experience of staff and/or sub consultants; ability to meet the present and future televising and broadcasting needs of the City; and responsiveness to this RFP and completeness of the information provided. Directly applicable public sector experience is highly desirable. The City shall have the absolute discretion in determining the applicability and weight or relative weight of some or all of the criteria listed above.

Notwithstanding other provisions of this RFP, the City reserves the right to reject the entire proposal or any part thereof and to waive any informality in the proposal process when to do so would be to the advantage of the City. It is further within the right of the City to reject proposals that do not contain all elements and information requested in this documentation. Furthermore, through the issuance of this RFP and receipt of proposals does not commit the City to award a contract. Proposal information will not be made public until an award has been made. All costs incurred by the consultant shall be at the consultant's expense.

The City reserves the right to postpone opening in response to this RFP, to negotiate with other than the highest-ranked consultant should negotiations with the highest-ranked consultant be terminated, or to cancel all or part of this RFP.

SECTION VI. Insurance Requirement

The City will require the selected bidder to comply with the City's insurance requirements, including proof of Comprehensive General Liability, Automobile Liability, and Workers' Compensation Insurance. Proof of insurance shall consist of Certificate of Insurance and Special Endorsement Form, as attached.

SECTION VII. Equipment Walk-Through

N/A

SECTION VIII. Contact Information

Questions concerning this RFP should be directed to Patricia Mooney, PRCS Senior Management Analyst at (310) 253-6668. Interested bidders must still submit a response to this RFP by the filing deadline regardless of whether their questions have been answered.

Completed proposals should be submitted to:

Office of the City Clerk
City of Culver City
9770 Culver Boulevard, 1st Floor
Culver City, CA 90232

Attachment 1

LOCATION OF SELECTED PARKS AND RECREATION FACILITIES

Facility Name	Location
OUTDOOR LOCATIONS	
Carlson Park	Braddock Drive at Motor Avenue
Culver City Park	Duquesne and Jefferson
Culver West Alexander Park	4162 Wade Street
Fox Hills Park	Green Valley Circle and Buckingham Parkway
Lindberg Park	5401 Rhonda Way
Syd Kronenthal Park	3459 McManus Avenue
Tellefson Park	Washington Place and Tilden Avenue
Veterans Park	4117 Overland Avenue
INDOOR LOCATIONS	
Pool Locker Room	4175 Overland Avenue
Teen Center	4153 Overland Avenue
Senior Center	4095 Overland Avenue