

BPW-2025-0332

REQUEST FOR AUTHORITY – AWARD TASK ORDER SOLICITATION S-003 TO PARADIGM ENVIRONMENTAL, INC.

Recommending the Board:

1. AUTHORIZE the Director and General Manager of the Bureau of Sanitation to award Task Order Solicitation S-003 to Paradigm Environmental, Inc., Contract C-145663, from the On-Call Consultant list;
2. APPROVE a total budget of \$2,070,000 (including \$270,000 contingency) to fund storm water public education and community outreach services; and
3. APPROVE the term of engagement of two years from the Notice-to-Proceed date with a 12-month optional extension.


(W.O.: S04WS003, S33WS003, C-145663)

BPW-2025-0332
AS AMENDED**
ADOPTED BY THE BOARD
PUBLIC WORKS OF THE CITY
of Los Angeles California

JUN 04 2025

DEPARTMENT OF PUBLIC WORKS
BUREAU OF SANITATION
BOARD REPORT NO. 1
JUNE 4, 2025

CD: ALL


Executive Officer
Board of Public Works

REQUEST FOR AUTHORITY TO AWARD TASK ORDER SOLICITATION S-003 TO PARADIGM ENVIRONMENTAL, INC., CONTRACT C-145663 TO PROVIDE STORMWATER PUBLIC EDUCATION AND COMMUNITY OUTREACH (W.O. #S04WS003 and #S33WS003)

RECOMMENDATIONS

1. Authorize the Director and General Manager of the Bureau of Sanitation (LASAN) to award Task Order Solicitation (TOS) S-003 to Paradigm Environmental, Inc., Contract C-145663, from the On-Call Consultant list.
2. Approve a total budget of \$2,070,000 (including \$270,000 contingency), to fund stormwater public education and community outreach services.
3. Approve the term of engagement of two (2) years from the Notice-to-Proceed date with a 12-month optional extension.

TRANSMITTALS

1. List of 31 On-Call Consultants
2. Copy of TOS S-003

DISCUSSION

On-Call Contract Background

On October 7, 2022, the Board authorized LASAN to advertise and issue a new Request for Qualifications to provide planning and technical support services on an as-needed basis and negotiate a personal services contract with each of the selected firms. On March 13, 2024, the Board approved LASAN's current On-Call list and resulting contracts with 31 consulting firms (Transmittal 1). The contracts with these firms were executed on July 1, 2024.

Project Background

LASAN is the lead agency for watershed management and protection, and is responsible for ensuring the City of Los Angeles' (City) compliance with the Public Information and Participation Program (PIPP) requirements of the 2021 MS4 National Pollutant Discharge Elimination System Municipal Stormwater Permit (MS4 Permit) and overseeing and administering the City's community outreach and engagement requirements under the Safe Clean Water Program (SCWP).

RECOMMENDATION # 4

***4. INSTRUCT THE BUREAU TO REPORT BACK TO THE BOARD IN 90 DAYS ON THE CONTRACTORS OUTREACH AND MEDIA PLAN FOR THIS PROGRAM**

LASAN needs to develop, implement and oversee a stormwater public education and community outreach program to ensure compliance with the mandates of both the MS4 Permit and the SCWP.

The program needs to raise awareness of the region's rivers, creeks, lakes, bays and ocean and the impact stormwater pollution has on the quality of receiving waters in Los Angeles watersheds (Upper Los Angeles River, Central Santa Monica Bay and South Santa Monica Bay); develop and implement educational activities and public information activities to facilitate storm water pollution prevention and mitigation; conduct a review of LASAN's current Watershed Protection Program's public education elements and building upon/expanding past programs/activities; Develop programs and activities that will change the polluting behavior of residents to reduce pollutants of concern (trash, bacteria, pesticides, fertilizers, paints, used motor oil) from flowing into LA's rivers, creeks, lakes, bays and ocean; Develop and implement specific program elements and measurements of effectiveness for MS4 Permit-identified requirements (e.g. mass media, online outreach, point of purchase, school education, business inspection outreach, municipal employee training); and, educate residents about the Safe Clean Water Program and the program's benefits to the Los Angeles region and residents.

Without a stormwater public education and community outreach program, LASAN risks non-compliance with the MS4 Permit, which could result in substantial daily fines and the loss of SCWP funding.

Task Order Solicitation (TOS) S-003

On January 15, 2025, LASAN issued TOS S-003 to all 31 firms on the on-call consultant list (Transmittal 2). During solicitation, LASAN invited all interested firms to the pre-proposal meeting that was held on January 30, 2025. Eleven firms attended this meeting: Burns & McDonnell, Lee Andrews Group, Inc., Cordoba Corporation, Psomas, Paradigm Environmental, Inc., SGA Marketing, Geosyntec, Kleinfelder, Alisto Inc, MBI Media, and The Morcos Group.

Before the proposal submittal deadline, LASAN received a negative response from FMF Pandion who declined. FMF Pandion informed LASAN that they would not be submitting a response because the scope of work is outside of their core skillset.

On March 5, 2025, LASAN received five (5) TOS proposals from Burns & McDonnell Engineering Company, Inc., Cordoba Corporation, GeoSyntec Consultants, Kleinfelder, Inc. and Paradigm Environmental, Inc.

Scope of Services

Support services shall be on an as-needed and as-directed basis. The following provides more details regarding the services required from the qualified consultant:

Task 1: Mass Media Advertising

- Develop and maintain an annual multi-lingual mass media program including the following media: online, print, radio, outdoor (billboards, bus shelters), mass transit (DASH buses, Metro) and municipal vehicles (LASAN, Streets LA, Animal Services) with the focus of stormwater pollution prevention and residential best management practices highlighting

pollutants of concern (e.g. trash, dog waste, pesticides, fertilizers, etc.) identified in the MS4 Permit.

Task 2: Online Outreach

- Maintain and expand LASAN's Watershed Protection Program's online presence, which includes but is not limited to: the creation of content for watershed protection program web pages on LASAN's website; the creation and distribution of a quarterly e-newsletter; the creation of content and administration of a blog, Facebook page, an Instagram page, an X feed and a YouTube channel.
- Develop and maintain an annual digital advertising program including multi-lingual advertisements on social media platforms, as appropriate.

Task 3: Pollutant-Specific Outreach

- Develop a pollutant-specific outreach program with public informational/educational materials using method(s) that will most effectively reach the public and promote behavioral change and achieve the MS4 Permit's objectives regarding pollutant-specific outreach requirements.
- Support and provide guidance to LASAN staff in developing, implementing and maintaining a retail and commercial point-of-purchase (POP) program targeting identified pollutants of concern (trash, fertilizers, pesticides, paint, bacteria, used oil) in appropriate retail locations citywide.

Task 4: School Education

- Recommend and develop a methodology for the maintenance and/or expansion of current/ongoing watershed protection school education programs within LASAN and the Department of Parks and Recreation (Cabrillo Marine Aquarium).
- Additional as-needed services as determined by the Project Manager.

Task 5: Business Inspection Outreach

- Recommend methods for incorporating pollution prevention and best management practices and messaging into pre-existing and ongoing LASAN programming and the business inspection program.
- Update business inspection outreach materials (e.g., pamphlets, posters, tip cards).

Task 6: Municipal Employee Training

- Assist LASAN staff with the development of future municipal employee training materials as defined by the MS4 Permit.

Task 7: MS4 Permit Program Administration, Reporting and Evaluation

- As needed, assist and support LASAN staff on the administration of the MS4 Permit, which can include, but not be limited to: Program Management, Administrative Compliance, and Minimum Control Measures.
- Develop a quarterly report on MS4 Permit PIPP activities and programs to be submitted to LASAN, Watershed Protection Program staff.
- As needed, assist and support LASAN staff on the creation of and submission of a semi-annual and annual report to the California Regional Water Quality Control Board, Los Angeles Region (LARWQCB) on PIPP activities for the MS4 Permit.

- Develop metrics for measuring the effectiveness of the activities developed and implemented in Tasks 1-6 listed above.
- Document and track the following information on activities implemented including activity and/or program, date(s) of activity and/or program, method of dissemination, target behavior, targeted pollutant, targeted audience, culturally effective method(s) and metric utilized for measuring effectiveness.

Task 8: Safe Clean Water Program - Community Outreach and Engagement

- Assist LASAN staff in conducting community outreach and engagement activities for the Safe Clean Water Program on an as-needed basis.

Budget

The following table shows a breakdown of the total budget.

Table 1: Total Budget

	% of Task Order	Task Order Amount (\$)
Total Prime Consultant Amount*	9%	\$162,000
Total Subconsultant Amount	91%	\$1,638,000
Total Task Order Amount	100%	\$1,800,000
Contingency	15%	\$270,000
Total Budget	100%	\$2,070,000

*Other direct costs and 5% subconsultant administrative (markup) fee are included.

Record of Selection

On March 5, 2025, Burns & McDonnell Engineering Company, Inc., Cordoba Corporation, Geosyntec Consultants, Kleinfelder, Inc., and Paradigm Environmental, Inc. submitted proposals. A selection panel of LASAN staff reviewed the proposals and reviewed a set of interview questions answered by the five proposers. The panel evaluated the proposals according to the following criteria:

- A. Consultant Qualifications, Experience, and Expertise
- Proven capability in developing, creating and implementing stormwater public education and community outreach programs.
 - Capability, and experience in providing the Scope of Services as demonstrated by the proposal.
 - Expert knowledge and experience in issues related to stormwater as well as City operations and practices in relation to stormwater pollution prevention.
 - Expert knowledge, experience and proven track record with identified target audiences - dog owners, gardeners, DIY homeowners, automotive DIYers, students and teachers, community based organizations and community stakeholders.
 - Proven capability in conducting public education, community outreach and engagement and changing the polluting behavior of target audiences.
- B. Personnel Qualifications, Experience and Expertise

- Expert knowledge and work experience associated with understanding of the issues, options, and approaches related to stormwater pollution prevention and community outreach and engagement practices.
 - Knowledge and understanding of LASAN's strategies, goals, mission and objectives as it relates to its watershed protection program, LA's watersheds and its activities and projects in these watersheds.
- C. Technical Approach
- Familiarity and understanding of the LARWQCB's MS4 Permit as well as watershed protection prevention activities, studies, and projects.
 - Familiarity and understanding of LA County's Safe Clean Water Program and its public education and community engagement requirements.
 - Familiarity, understanding and application of community-based social marketing, its strategies, methods and practices.
- D. Project Management Approach
- Ability to effectively and rapidly meet on-going needs for the outlined tasks and related activities.
 - Experience and proven track record with identified audiences and local stakeholder groups.
- E. Competitive Fees and Costs
- The value offered to the City considering cost in comparison to capabilities and experience of the candidates.
 - Direct and indirect costs, markups, expenses, overhead rates and profit will be considered.

Upon evaluation of the five proposals, the panel recommends awarding the contract to Paradigm Environmental, Inc. Each firm has different qualifications that could serve the City's needs. However, Paradigm Environmental, Inc. offers the most extensive experience, skillset and expertise that will best serve the City's needs as they relate to the requirements of the NPDES Permit and the SCWP. Paradigm Environmental, Inc. demonstrated a comprehensive understanding of the MS4 Permit as a whole, as well as the mandated public information and participation program elements. Paradigm Environmental, Inc. also exhibited the knowledge and skills necessary to implement successful community outreach and programs for the SCWP.

Contract Negotiation

The Notice of Selection was issued to Paradigm Environmental, Inc. on March 25, 2025. LASAN has negotiated with Paradigm Environmental, Inc. and the parties have agreed to tasks for the scope of services shown in Transmittal 2.

Business Inclusion Program (BIP) Outreach Requirements

In compliance with the Mayor's Executive Directive No. 14, this Task Order is subject to the BIP requirements. LASAN has set anticipated subconsultant participation levels of 18% Minority-owned Business Enterprise (MBE), 4% Women-owned Business Enterprise (WBE), 25% Small Business Enterprise (SBE), 8% Emerging Business Enterprise (EBE), and 3% Disabled Veteran-owned Business Enterprise (DVBE).

BUREAU OF SANITATION
BOARD REPORT NO. 1
JUNE 4, 2025

PAGE 6

Paradigm Environmental, Inc. performed a good faith effort to reach out to qualified subconsultants in order to fulfill the City's anticipated MBE/WBE/SBE/EBE/DVBE participation for this TOS.

For this TOS, Paradigm Environmental, Inc. pledged 18% MBE, 4% WBE, 75.3% SBE, 9.3% EBE, 3% DVBE, and 0% OBE (other business enterprise) as shown in Table 2 based on the scope of services required in the TOS.

Gender/Ethnicity Codes:

AA	=	African American	HA	=	Hispanic American
APA	=	Asian Pacific American	SAA	=	Subcontinent Asian American
NA	=	Native American	C	=	Caucasian
M	=	Male	F	=	Female

Table 2: Pledged Subconsultant Participation

Subconsultant	Gender/ Ethnicity	MBE/WBE/ SBE/EBE/ DVBE/OBE	PLEDGED	
			% of Task Order	Task Order (\$) Amount
Ana Cubas Consulting*	F/HA	WBE	1.00%	\$18,000
B3 Media Solutions*	F/AA	MBE	13.00%	\$234,000
Bubel Consulting*	F/C	WBE/SBE/ EBE/DVBE	1.00%	\$18,000
Garuda Productions*	F/APA	MBE/SBE/EBE	5.00%	\$90,000
GNNR*	M/SAA	SBE/EBE/DVBE	2.00%	\$36,000
Harris & Co.*	F/C	WBE/SBE/EBE	1.33%	\$24,000
Larry Walker Associates	F/C	WBE	1.67%	\$30,000
SGA Marketing (S. Groner Associates)	-	SBE	66.00%	\$1,188,000
Total Subconsultant Amount			91.00%	\$1,638,000
Total Task Order Amount			100%	\$1,800,000
Total Subconsultant Participation Credits Based on Business Enterprise				
MBE			18.00%	\$324,000
WBE			5.00%	\$90,000
SBE			75.33%	\$1,356,000
EBE			9.33%	\$168,000
DVBE			3.00%	\$54,000
OBE			0%	\$0

* These new subconsultants were added to the Task Order and the pre-approved subconsultant list (Schedule A) with the proper performance of a mini subconsultant outreach.

CONTRACTOR PERFORMANCE EVALUATION

In accordance with the City of Los Angeles Administrative Code, Division 10, Chapter 1, Article 13, the appropriate City personnel responsible for the quality control of this personal services contract shall submit Contractor Performance Evaluation Reports to the Bureau of Contract Administration, Special Research & Investigation Section upon the termination of the Contract.

PROJECT REVIEW BY DIRECTOR (PRD) APPROVAL

The project budget was approved by PRD on November 5, 2024, in the amount of \$4,500,000.

STATUS OF FINANCING

The total funding for this project is not to exceed \$2,070,000. Funding information for FY 2024-25 is outlined in the table below:

Fiscal Year	Budget Year	Fund/Dept.	Appropriation Unit No.	Funding
2024-25	2024-25	511/50	50A565	\$800,000
2024-25	2024-25	60W/50	50AX82	\$100,000
TOTAL				\$900,000

The remaining funding will be budgeted within the Fund No. 511, Stormwater Pollution Abatement Fund, and the Fund No. 60W, Measure W Safe Clean Water Municipal Fund.

Funds and appropriations for future fiscal years are not yet identified and existing appropriations may change based on available cash balances. Therefore, funds and appropriations will be determined by the Director and General Manager of LASAN.

Funding as of the date of this Board Report has been verified and approved by the Director of the Office of Accounting subject to terms and conditions and cash availability described above.

Notwithstanding any other provision of this Contract, including any exhibits or attachments incorporated therein, and in order for the City to comply with its governing legal requirements, the City shall have no obligation to make any payments to the Contractor unless the City shall have first made an appropriation of funds equal to or in excess of its obligation to make any payments as provided in this Contract.

The Contractor agrees that any services provided by the Contractor, purchases made by the Contractor or expenses incurred by the Contractor in excess of the appropriation(s) shall be free and without charge to the City and the City shall have no obligation to pay for the services, purchases or expenses. The Contractor shall have no obligation to provide any services, provide any equipment, or incur any expense in excess of the appropriation, amount(s) until the City appropriates additional funds for this Contract.

BUREAU OF SANITATION
BOARD REPORT NO. 1
JUNE 4, 2025

PAGE 8

Respectfully submitted,



BARBARA ROMERO
Director and General Manager
Bureau of Sanitation

REVIEWED AND APPROVED BY:



Sarai Bhaga (May 2, 2025 17:47 PDT)

SARAI BHAGA, Chief Financial Officer
Bureau of Sanitation

Date: _____

APPROVED AS TO FUNDS:



MIGUEL DE LA PEÑA, Director

511/50/50A565 \$800,000

60W/50/50AX82 \$100,000

Office of Accounting

Date: 5/19/2025

Prepared by:

Joyce Amaro, WPD

(323) 342-1570

**LA Sanitation & Environment
On-Call Consultants Agreement for Planning and Technical Support Services**

No.	Company	Contract No.
1	AECOM Technical Services, Inc.	C-145631
2	APTIM Environmental & Infrastructure, Inc.	C-145654
3	ARCADIS U.S., Inc	C-145642
4	Atkins North America, Inc.	C-145644
5	Brown and Caldwell, Inc.	C-145651
6	Carollo Engineers, Inc.	C-145640
7	CDM Smith, Inc.	C-145643
8	D R Consultants and Designers, Inc.	C-145646
9	Geosyntec Consultants Inc.	C-145649
10	Hazen and Sawyer	C-145655
11	HDR Engineering, Inc.	C-145656
12	Jacobs Solutions Inc. (Jacobs Engineering Group Inc.)	C-145658
13	Larry Walker Associates Inc.	C-145660
14	MARRS Services, Inc.	C-145661
15	Parsons Transportation Group Inc.	C-145664
16	Psomas	C-145665
17	Stantec Consulting Services, Inc.	C-145666
18	Tetra Tech, Inc.	C-145667
19	TRC Solutions, Inc.	C-145652
20	Woodard & Curran, Inc.	C-145668
21	WSP USA, Inc.	C-145670
22	ALISTO Engineering Group Inc.	C-145653
23	Burns & McDonnell Engineering Company, Inc.	C-145641
24	Cordoba Corporation	C-145671
25	CWE	C-145645
26	enfoTech & Consulting Inc.	C-145647
27	FMF Pandion	C-145648
28	GHD, Inc.	C-145650
29	Kleinfelder, Inc.	C-145659
30	Michael Baker International, Inc.	C-145662
31	Paradigm Environmental, Inc.	C-145663

**City of Los Angeles
LA Sanitation and Environment (LASAN)**

On-Call Consultant Services Contract

Task Order Solicitation (TOS) SN-003 for

Stormwater Program Public Education and Community Outreach

January 2025

1. Introduction

LA Sanitation and Environment (LASAN), the City of Los Angeles' lead agency for watershed management and protection, is responsible for two major programs:

1. Ensuring the City of Los Angeles' compliance with 2021 MS4 NPDES PERMIT NO. CAS004004 adopted by the California Regional Water Quality Control Board, Los Angeles Region on July 23, 2021, which went into effect on September 11, 2021 and which includes public information and participation program (PIPP) requirements.
2. Overseeing and administering the City of Los Angeles' Safe Clean Water Program (SCWP) and related community outreach and engagement requirements.

As a result, it is necessary for LASAN to develop, implement and oversee an MS4 NPDES Permit-required public education program and a community outreach and engagement program for the Safe Clean Water Program.

2. Scope of Services

LASAN is soliciting for a qualified consultant firm to provide as-needed support, services and guidance on the Watershed Protection Program's Public Education Program to ensure the City of LA's compliance with federal, state and local requirements. This work shall include, but not be limited to:

- Raising awareness of the region's rivers, creeks, lakes, bays and ocean and the impact stormwater pollution has on the quality of receiving waters;
- Developing and implementing educational activities and public information activities to facilitate storm water pollution prevention and mitigation;
- Focusing on priority water quality issues as identified by the City of Los Angeles in Los Angeles watersheds (Upper Los Angeles River, Central Santa Monica Bay and South Santa Monica Bay);
- Reviewing LASAN's current Watershed Protection Program's public education elements and building upon/expanding past programs/activities;
- Developing programs and activities that are consistent with the findings within the Resident Stormwater Behaviors and Attitudes Study conducted by LASAN in spring 2024

- Developing programs and activities that will change the polluting behavior of residents to reduce pollutants of concern (trash, bacteria, pesticides, fertilizers, paints, used motor oil) from flowing into LA's rivers, creeks, lakes, bays and ocean;
- Developing and implementing specific program elements for NPDES Permit-identified requirements (e.g. mass media, online outreach, point of purchase, school education, business inspection outreach, municipal employee training);
- Developing measurements of effectiveness for each developed and implemented program element to ensure the City's compliance with 2021 NPDES MS4 Permit Public PIPP requirements; and,
- Developing a reporting mechanism to report PIPP activities to the LA Regional Water Quality Control board on a semi-annual basis.

The qualified consultant shall also provide support services and guidance on conducting program-specific community outreach and engagement activities as mandated by LA County's Safe Clean Water Program to ensure the City of LA's compliance with program requirements. This work shall include, but not be limited to:

- Educating residents about the Safe Clean Water Program and the program's benefits to the Los Angeles region and residents; and,
- Assisting with Safe Clean Water Program goals and objectives, as directed.

Such support services shall be on an as-needed and as-directed basis. The following provides more details regarding the services required from the qualified consultant:

TASK 1: Mass Media Advertising

- Review past mass media advertising campaigns and recommend modifications to improve and/or expand the program with the focus of stormwater pollution prevention and residential best management practices highlighting pollutants of concern (e.g. trash, dog waste, pesticides, fertilizers, etc.) identified in the MS4 NPDES Permit.
- Develop and maintain an annual multi-lingual mass media program including the following media: online, print, radio, outdoor (billboards, bus shelters), mass transit (DASH buses, Metro) and municipal vehicles (LASAN, Streets LA, Animal Services).
- Additional as-needed services as determined by the Project Manager.

Deliverables:

- Annual mass media advertising plan and campaign
- Multi-lingual mass media advertising creative
- Measurements of effectiveness for developed advertising campaign/s.

TASK 2: Online Outreach

- Review the current online outreach program, including active social media accounts and content, and recommend modifications to improve/expand the program.
- Distribute public informational/educational materials using online and virtual method(s) that will most effectively reach the public and promote behavioral change and achieve the program's objectives.
- Maintain and expand the LA Sanitation and Environment's Watershed Protection Program's online presence, which includes but is not limited to: the creation of content

- for watershed protection program web pages on LASAN's website; the creation and distribution of a quarterly e-newsletter; the creation of content and administration of a blog, Facebook page, an Instagram page, a Twitter feed and a YouTube channel.
- Develop and maintain an annual digital advertising program including multi-lingual advertisements on social media platforms, as appropriate.
- Additional as-needed services as determined by the Project Manager.

Deliverables:

- Quarterly e-newsletter content and distribution to subscribers
- Bi-monthly blog articles
- Weekly social media posting schedule
- Daily monitoring of social media account activity
- Digital advertisements creative
- Annual digital advertising plan

TASK 3: Pollutant-Specific Outreach

- Review the current pollutant-specific outreach program, including methods and materials, and recommend modifications/changes to improve/expand the program.
- Review and consider California Stormwater Quality Association's (CASQA) Our Water, Our World, a partnership between governmental agencies and garden centers/hardware stores that sell pest control products, as a pollutant-specific outreach option to ensure and achieve NPDES MS4 Permit PIPP requirements related to pest control products.
- Develop a pollutant-specific outreach program with public informational/educational materials using method(s) that will most effectively reach the public and promote behavioral change and achieve the NPDES MS4 Permit's objectives regarding pollutant-specific outreach requirements.
- Support and provide guidance to LASAN staff in developing, implementing and maintaining a retail and commercial point-of-purchase (POP) program targeting identified pollutants of concern (trash, fertilizers, pesticides, paint, bacteria, used oil) in appropriate retail locations citywide.
- Additional as-needed services as determined by the Project Manager.

Deliverables:

- Identification of retail stores and facilities for POP program outreach
- Maintenance of database of identified retail stores and facilities for POP outreach
- Development and maintenance of POP in-store outreach materials
- A schedule for the visitation and maintenance of POP outreach materials in retail stores

TASK 4: School Education

- Review and evaluate current environmental elementary, middle and high-school education materials and programs being conducted by LASAN's Watershed Protection Program, Cabrillo Marine Aquarium, Environmental Learning Center and Discovery Cube LA.
- Review and evaluate the Watershed Protection Program's current teacher outreach program.

- Recommend a methodology for the maintenance and/or expansion of current/ongoing watershed protection school education programs within LA Sanitation & Environment and the Department of Parks and Recreation (Cabrillo Marine Aquarium).
- Additional as-needed services as determined by the Project Manager.

Deliverables:

- Development and maintenance of a program that makes outreach materials and programming available to LA-area schools and teachers.

TASK 5: Business Inspection Outreach

- Review and evaluate the outreach materials developed by the Watershed Protection Business Inspection Program for message appropriateness.
- Recommend methods for incorporating pollution prevention and best management practices and messaging into pre-existing and ongoing LASAN programming and the business inspection program.
- Update business inspection outreach materials (e.g., pamphlets, posters, tip cards, videos).
- Additional as-needed services and/or staff augmentation as determined by the Project Manager.

Deliverables:

- Plan for updating pollution prevention and best management practices messaging into the current Watershed Protection Business Inspection Program
- Review, updating and production of applicable best management practices outreach materials (e.g. pamphlets, posters, etc.)

TASK 6: Municipal Employee Training

- Review and evaluate the current employee training materials/program.
- As necessary, assist LASAN staff with the development of future municipal employee training materials as defined by the MS4 NPDES Permit.
- Identify additional training methods available through the LA Personnel Department.
- Additional as-needed services and/or staff augmentation as determined by the Project Manager.

Deliverables:

- As needed, municipal employee training videos/modules/quizzes.

TASK 7: MS 4 NPDES Permit Program Administration, Reporting and Evaluation

- As needed, assist and support LASAN staff on the administration of the MS4 NPDES Permit, which can include, but not be limited to: Program Management, Administrative Compliance, and Minimum Control Measures.
- Develop a quarterly report on MS4 Permit PIPP activities and programs to be submitted to LASAN, Watershed Protection Program staff.
- As needed, assist and support LASAN staff on the creation of and submission of a semi-annual and annual report to the California Regional Water Quality Control Board, Los Angeles Region on PIPP activities for the 2021 NPDES MS4 Permit.

- Develop metrics for measuring the effectiveness of the activities developed and implemented in Tasks 1-6 listed above.
- Document and track the following information on activities implemented:
 - Activity and/or Program;
 - Date(s) of Activity and/or Program;
 - Method of Dissemination;
 - Targeted Behavior;
 - Targeted Pollutant;
 - Targeted Audience;
 - Culturally Effective Method(s); and
 - Metric utilized for measuring effectiveness.
- Additional as-needed services and/or staff augmentation as determined by the Project Manager.

Deliverables:

- Quarterly report on program activities.
- Semi-annual and annual MS4 NPDES Permit report on program activities.
- Measurement of effectiveness for each of the tasks listed above that documents and tracks the above-mentioned information on all public education and community outreach and engagement activities.

TASK 8: Safe Clean Water Program - Community Outreach and Engagement

- Assist LASAN staff in conducting community outreach and engagement activities for the Safe Clean Water Program on an as-needed basis.
- Additional as-needed services as determined by the Project Manager.

Deliverables:

- Quarterly, semi-annual and annual reports on program activities.

Additional Watershed Protection Public Education Program Resources Listing and Related Links may be found at <https://bit.ly/S003Resources>

3. Safe Clean Water Municipal and Regional Requirements

The selected consultant(s) will be required to meet the Los Angeles County Flood Control District (LACFCD) Safe Clean Water Municipal Agreement which is being fully/partially funded with Safe Clean Water Funds.

Community outreach and engagement is a required element of the LA County Safe Clean Water Program (SCWP) with the Municipal Transfer Agreement between Los Angeles County and the City of Los Angeles and transfer agreements for specific SCWP-funded regional projects outlining the community outreach and engagement requirements, which include:

Community Outreach - Activities include online media outreach, local media outreach and grassroots outreach, as appropriate

Community Engagement - Activities include council, commission or committee meetings where public input is invited; or at festivals, fairs or open houses.

The SCWP requires the following in regards to the executed Municipal Transfer Agreement:

- Submission of an Annual Plan that includes a description of the stakeholder and community outreach/engagement activities anticipated to be funded with the SCWP municipal disbursement;
- Documentation of the community outreach and engagement utilized for and/or achieved with the SCWP municipal disbursement described in the submitted Annual Plan;
- Submission of a projected budget for community outreach and engagement activities.

Proposers seeking additional information regarding the requirements of the Municipal Transfer Agreement may visit the LAFCD website at <https://safecleanwaterla.org/>.

Additional Watershed Protection Public Education Program Resources Listing and Related Links may be found at <https://bit.ly/S003Resources>

4. Term of Engagement and Cost Estimate

The term of engagement is 24 months from the issuance date of the Notice to Proceed (NTP) with one 12-month extension, if necessary, from the expiration date of the Notice to Proceed (NTP). It is estimated that the cost ceiling for this TOS, including the one 12-month extension, will be \$1,800,000.

5. Solicitation Schedule (Tentative)

- Issue Task Order SolicitationDate of Cover Letter.
- Receive Solicitation Responses.....As indicated in Cover Letter.
- Conduct Interviews, if necessary.....4 - 8 weeks after issuance of TOS.
- Select and Negotiate.....8 - 12 weeks after issuance of TOS.
- Execute Task Agreement Form.....16 - 24 weeks after issuance of TOS.

- **Estimated Project Start Date: May 2025**

6. Solicitation Response Requirements

Solicitation Responses shall not exceed twenty (20) pages, exclusive of cover, dividers and resumes. Solicitation Responses shall be submitted to the following LASAN staff via email, no later than 2:00 pm on the proposal due date indicated in the cover letter:

- Joyce Amaro, joyce.amaro@lacity.org
- David Kim, san.oncall@lacity.org

Solicitation Responses shall include:

- Resume demonstrating that the candidate is capable of meeting the requirements of the Scope of Work. Resume shall include work experience history with dates, and references from past employers, owners, and/or organizations.
- Provide a proposed individual cost breakdown by tasks.
- Provide a breakdown of estimated time for completion of task.

- Proposed Billing Salary Rate Summary for the proposed candidate with all respective direct and indirect costs, markups, expenses, overhead rates and profit. (See Attachment A).
- MBE/WBE/SBE/EBE/DVBE/OBE subcontractors utilized and the percent utilization. (See Attachment B).

Note: Department of Public Works only recognizes:

- ☐ MBE/WBE certifications certified by City of LA – Bureau of Contract Administration (LABCA), LA County Metropolitan Transportation Authority (MTA), CalTrans, The Southern California Minority Supplier Development Council (SCMSDC), or Women's Business Enterprise National Council (WBENC)-WEST; and any member of California Unified Certification Program (CUCP); and
- ☐ SBE/EBE/DVBE certifications certified by LABCA or State of California – Department of General Services (CA-DGS)
- ☐ A firm can only be a MBE or WBE (not both) for a pledged amount
- A firm with multiple certifications is acceptable (i.e., a MBE/SBE/EBE/DVBE firm will fulfill 4 of 6 required categories)
- **If a subconsultant needs to be added to Schedule A, use Mini Outreach Subconsultant Phone Log template uploaded to RAMP (Regional Alliance Marketplace for Procurement) for this TOS.**
- Statement pertaining to the candidate's availability.

7. Selection Criteria

The selection team will evaluate the proposals using the following criteria:

- A. Consultant Qualifications, Experience, and Expertise
 - Proven capability in developing, creating and implementing stormwater public education and community outreach programs.
 - Capability, and experience in providing the Scope of Services as demonstrated by the proposal.
 - Expert knowledge and experience in issues related to stormwater as well as City operations and practices in relation to stormwater pollution prevention.
 - Expert knowledge, experience and proven track record with identified target audiences - dog owners, gardeners, DIY homeowners, automotive DIYers, students and teachers, community based organizations and community stakeholders.
 - Proven capability in conducting public education, community outreach and engagement and changing the polluting behavior of target audiences.
- B. Personnel Qualifications, Experience, and Expertise
 - Expert knowledge and work experience associated with understanding of the issues, options, and approaches related to stormwater pollution prevention and community outreach and engagement practices.
 - Knowledge and understanding of LASAN's strategies, goals, mission and objectives as it relates to its watershed protection program, LA's watersheds and its activities and projects in these watersheds
- C. Technical Approach
 - Familiarity and understanding of the LARWQCB's MS4 NPDES Permit as well as watershed protection prevention activities, studies, and projects.

- Familiarity and understanding of LA County's Safe Clean Water Program and its public education and community engagement requirements.
 - Familiarity, understanding and application of community-based social marketing, its strategies, methods and practices.
- D. Project Management Approach
- Ability to effectively and rapidly meet on-going needs for the outlined tasks and related activities.
 - Experience and proven track record with identified audiences and local stakeholder groups.
- E. Competitive Fees and Costs
- The value offered to the City considering cost in comparison to capabilities and experience of the candidates.
 - Direct and indirect costs, markups, expenses, overhead rates and profit will be considered.

8. Suggested MBE/WBE/SBE/EBE/DVBE/OBE Participation Levels

The City has set anticipated participation levels (APLs) for sub-consultants as follows: 18% MBE, 4% WBE, 25% SBE, 8% EBE, and 3% DVBE. Minority, women, small, emerging, disabled veteran owned and controlled businesses must be considered along with other business enterprises whenever possible as sources of subconsulting services.

Note: Sub-consultants that are not listed on Consultant's current Schedule A - LIST OF POTENTIAL MBE/WBE/SBE/EBE/DVBE/OBE SUBCONSULTANTS (which includes any previously approved mini outreach) cannot be included in a proposal and/or utilized without the performance of a mini outreach and approval of said outreach by LASAN. A Request to Add Sub(s) should be made at least 10 business days prior to the proposal due date. If a consultant needs to add a sub to their Schedule A, please see the Mini Outreach Phone Log and Instructions to Add Sub document associated with this TOS and available for download within the Regional Alliance Marketplace for Procurement (RAMP). When a CONSULTANT receives from LASAN an approved Request to Add Sub(s), approved sub(s) then may be included in the proposal. Exception: If Request to Add Sub(s) is in the process of being approved by LASAN, CONSULTANT may submit a proposal that includes the yet to be approved sub. The Request to Add Sub(s) must have been submitted prior to the proposal due date deadline.

9. Task Order Manager

LASAN On-Call Contracts Representative: Nancy Lantin, Sr. Management Analyst II, On-Call Contracts Representative, Administration Division, (213) 440-8237, nancy.lantin@lacity.org.

Designated Task Manager for this TOS: Joyce Amaro, Senior Management Analyst I, Watershed Protection Division, joyce.amaro@lacity.org.

Disclaimer

The City may or may not decide to award any or part of this task order based on its sole convenience and shall not be responsible for any solicitation response costs.

Additional Watershed Protection Public Education Program Resources Listing and Related Links may be found at <https://bit.ly/S003Resources>

ATTACHMENT A: Cost Reimbursement - Billing Salary Rates Basis

ATTACHMENT A

COST REIMBURSEMENT - BILLING SALARY RATE BASIS

Firm Name	Status	Last Name	First Name	Position	Raw Rate (\$/hr)	Approved Overhead Rate	Profit	Billing Rate (\$/hr)	Effective Date	Note
Prime Firm	Prime									
Prime Firm	Prime									
Prime Firm	Prime									
Subcontracting Firm Name 1	MBE/SBE/EBE									
Subcontracting Firm Name 2	WBE/SBE/EBE									
Subcontracting Firm Name 3	MBE/SBE									
Subcontracting Firm Name 4	WBE/SBE									
Subcontracting Firm Name 4	SBE/EBE/DVBE									
Subcontracting Firm Name 5	SBE/EBE									
Subcontracting Firm Name 6	OBE									

ATTACHMENT B

SCHEDULE B

TASK WORK ORDER LIST OF SUBCONSULTANTS

(NOTE: COPY THIS PAGE AND ADD ADDITIONAL SHEETS AS NECESSARY, SIGN ALL SHEETS)

Project Title / TOS No.:	Contract No:
---------------------------------	---------------------

Contractor:	Address:
Contact Person:	Phone/Fax:

LIST ALL SUBCONSULTANTS (SERVICE PROVIDERS/SUPPLIERS/ETC.)

NAME, ADDRESS, TELEPHONE NO. OF SUBCONSULTANT	DESCRIPTION OF WORK OR SUPPLY	MBE/WBE/ SBE/EBE/ DVBE/OBE	CALTRANS/ CITY/ MTA CERT. NO.	DOLLAR VALUE OF SUBCONTRACT

PERCENTAGE OF MBE/WBE/SBE/EBE/DVBE/OBE PARTICIPATION			Signature of Person Completing this Form
	DOLLARS	PERCENT	
TOTAL MBE AMOUNT	\$	%	Printed Name of Person Completing this Form
TOTAL WBE AMOUNT	\$	%	
TOTAL SBE AMOUNT	\$	%	
TOTAL EBE AMOUNT	\$	%	
TOTAL DVBE AMOUNT	\$	%	
TOTAL OBE AMOUNT	\$	%	Title Date
BASIS BID AMOUNT	\$		