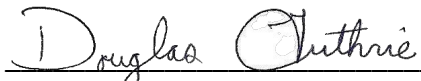



RESOLUTION AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO EXECUTE FOUR CONTRACTS FOR AS-NEEDED GRAPHIC DESIGN AND GRAPHIC INFORMATION SYSTEMS (GIS) SERVICES PURSUANT TO AWARDS UNDER RFP HA-2021-113, EACH FOR UP TO A FIVE-YEAR TERM AND FOR AN INITIAL TOTAL CONTRACTING AMOUNT OF \$225,000, AND FURTHER AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO AWARD UP TO AN ADDITIONAL \$200,000, AMONG ONE OR MORE OF THE FOUR AWARDEES



Douglas Guthrie
President & Chief Executive Officer



Jenny Scanlin
Chief Strategic Development Officer

Purpose: To establish a panel of graphic design and graphic information systems (GIS) services professionals to support the capacity and initiatives of The Housing Authority of the City of Los Angeles’ (“HACLA’s”) performance management, strategic development, executive, and grant operations.

Regarding: This report represents the Board of Commissioner’s initial action.

Issues: Graphic design and GIS Mapping services play a key role in helping grow our funding streams and further build our marketing strategies in alignment with HACLA’s Vision Plan through professional visual collateral that best supports our work and helps share our message and critical information with our residents, clients and broader audiences.

HACLA often utilizes outside expertise for graphic design services for grants and independent projects (such as event materials, formal reports, etc.) that vary in complexity. The skills provided by these experts go beyond what HACLA can currently offer to meet our needs through in-house talent.

HACLA desires to expand our expertise through these firms. Establishing this panel is necessary for grant submittals, reports and presentations for public and internal audiences, data visualization and varying communication needs. It also represents a more proactive approach to lock in competitive pricing and create a planned pipeline of service usage over the next five years.

Procurement: On July 2, 2021, HACLA issued Request for Proposal (HA-2021-113) on the City of Los Angeles’ Business Assistance Virtual Network (“LA-BAVN”) website seeking proposals from qualified firms or teams with extensive experience in Graphic Design and Graphic Information Systems (GIS) services, for the purpose of establishing

a panel of such providers that could be utilized on an as-needed basis over a five-year term. Firms will offer services to HACLA around graphic design and graphic information systems, including but not limited to, designing graphics, logos, layouts, marketing materials, presentations, and geographic mapping. These categorized services include grant support, formal presentations, dashboard, reports, and graphic information systems mapping.

Twelve (12) proposals were received by the submission deadline of July 26, 2021, and each was scored by a three member panel. Based upon review of the BAFOs and final panel scoring, a consensus was reached to recommend four firms: PSOMAS, The Glue, LLC, JPW Communications, LLC and Studio Percolate Design and Photography LLC for contract awards. PSOMAS scored higher than the other proposers as they offer both grant writing/submittal and project management services and will be awarded a higher amount in order to unlock these additional services on an as needed basis. Additional details regarding the solicitation and recommended awards are provided in the attached Summary of Outreach.

Vision Plan: **PATHWAYS Strategy #7: Identify opportunities to reduce operating and administrative costs so that scarce resources are maximized.**

Through the Graphic Design and Graphic Information Systems (GIS) panel, we are reducing costs by locking in professional services rates over a five-year period, enabling staff to meet short grant submittal deadlines through advance procurement, and helping advance HACLA's brand and image through professional visual collateral.

Funding: The Chief Administrative Office confirms:

Source of Funds: Will vary, but predominantly will be operating budgets supported by grant funding where allowable. On an annual basis, HACLA will assess the graphic design needs for the upcoming year and make specific budget allocations to approved projects. Over the panel term, the President & CEO, or designee, will have the authority to adjust funding between approved vendors based on need and the specific expertise required ensuring the combined grand total does not exceed the maximum payment obligation.

Program and Budget Impact: Services are anticipated for four units: Strategic Initiatives, Intergovernmental Affairs, Section 8, and Development Services. Strategic Initiatives anticipates utilizing these services particularly related to project area map development for existing and upcoming grants and estimates usage of \$75,000 for the first year and \$50,000 per year for the subsequent years due to the intricate nature of mapping overlays and other design materials to support grants, advance performance management and branding efforts, and the development of professional marketing materials to support our current fundraising and outreach campaigns. Intergovernmental Affairs anticipates needing \$5,000 per year, Section 8 anticipates

needing \$15,000 per year, and Development Services anticipates services for redevelopment outreach material not exceeding \$10,000 per year. Setting the maximum payment obligation at \$425,000 over five years ensures that we would not need to return to the board for additional contracting authority approval.

Environmental

Review: Not applicable.

Section 3: All proposers have submitted Section 3 Economic Opportunity Plans in conformance with the Authority’s Section 3 Policy and Compliance Plan. The firms made satisfactory commitments. Studio Percolate and PSOMAS will be making Section 3 fund contributions, and The Glue and JPW will provide internships for HACLA youth.

Attachments:

1. Resolution
2. Summary of Outreach Activities

Attachment 1

Resolution

RESOLUTION NO. _____

RESOLUTION AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO EXECUTE FOUR CONTRACTS FOR AS-NEEDED GRAPHIC DESIGN AND GRAPHIC INFORMATION SYSTEMS (GIS) SERVICES PURSUANT TO AWARDS UNDER RFP HA-2021-113, EACH FOR UP TO A FIVE-YEAR TERM AND FOR AN INITIAL TOTAL CONTRACTING AMOUNT OF \$225,000, AND FURTHER AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO AWARD UP TO AN ADDITIONAL \$200,000, AMONG ONE OR MORE OF THE FOUR AWARDEES

WHEREAS, the Housing Authority of the City of Los Angeles (“HACLA”) is a public body, corporate and politic, organized and existing under the Housing Authorities Law (commencing at Section 34200 of the California Health and Safety Code and, specifically, Section 34311), and authorized to transact business and exercise the powers of a housing authority pursuant to action of the Board of Commissioners of the Authority (the “Board”);

WHEREAS, as part of the implementation of HACLA’s twenty-five (25) year vision plan which began in 2018, HACLA has prioritized developing and implementing on-site and off-site services linkages aligned with best practices to support broad resident needs under PATHWAYS Strategy 7 identifying opportunities to reduce operating and administrative costs so that scarce resources are maximized;

WHEREAS, on July 2, 2021, HACLA issued Request for Proposal No. HA-2021-113 (“RFP”) seeking proposals from qualified graphic design and graphic information systems (GIS) firms, and on July 26, 2021 received a total of twelve (12) proposal; and

WHEREAS, following an evaluation of the twelve (12) proposals received as detailed in the Report of the President and CEO of the same date herewith, HACLA desires to authorize the President and CEO, or designee, to enter into contracts of up to five years with each of the four (4) top-ranked proposers, identified as PSOMAS, The Glue, LLC, JPW Communications, LLC and Studio Percolate Design and Photography LLC, each in initial amounts of \$50,000 except for PSOMAS at \$75,000, pursuant to awards under the RFP, and to further authorize the President and CEO, or designee, to award up to an additional \$200,000 among one or more of the four awardees, based upon HACLA’s business needs, vendor expertise and performance, as determined by the President and CEO, or designee.

NOW THEREFORE BE IT RESOLVED that the Board authorizes the President and CEO, or designee, to execute contracts of up to five years with PSOMAS, The Glue, LLC, JPW Communications, LLC and Studio Percolate Design and Photography LLC, each in the initial amount of \$50,000 and PSOMAS at \$75,000, pursuant to awards under RFP No. HA-2021-113, and to further authorize the President and CEO, or designee, to award up to an additional \$200,000 among one or more of the four awardees, based upon HACLA’s

business needs, vendor expertise and performance, as determined by the President and CEO, or designee.

BE IT FURTHER RESOLVED that this Resolution shall take effect immediately.

APPROVED AS TO FORM

HOUSING AUTHORITY OF THE
CITY OF LOS ANGELES

By: _____
James Johnson, General Counsel

By: _____
Cielo Castro, Chairperson

DATE ADOPTED: _____

Attachment 2

Summary of Outreach Activities

Summary of Outreach
RFP No. HA-2021-113
Graphic Design and Graphic Information Systems (GIS) Mapping

A. Funding Source

Federal Non-Federal Mixed Funding

B. Advertisement; Minority/Women Outreach

General Services advertised the Request for Proposal (“RFP”) on the City of Los Angeles’ Business Assistance Virtual Network (“LA-BAVN”) website, starting on July 2, 2021, until the submission deadline of July 26, 2021, for a total of twenty-five (25) days. The RFP was viewed by two hundred eight (208) vendors. In addition, the RFP notice was emailed to forty-five (45) vendors from a list provided by the Development Services Department.

In support of the Housing Authority of the City of Los Angeles (“HACLA’s”) policy to contract with Minority-Owned Business Enterprises (“MBEs”), Women-Owned Business Enterprises (“WBEs”) and Labor Surplus Area (“LSA”) businesses to the extent possible, on July 2, 2021, notice of this RFP was also provided to a List of Recognized Minority and Women-owned Business Organizations, and to the local office of the U.S. Small Business Administration (“SBA”).

C. Pre-Proposal Conference

Due to the closure of our offices to the public stemming from the COVID-19 outbreak, a pre-proposal conference was not conducted. This decision follows orders issued for the State of California by Governor Newsom, the City of Los Angeles by Mayor Garcetti, and Federal, County and City of Los Angeles’ public health officials.

D. Addendum

On July 15, 2021, an addendum was posted on LA-BAVN to provide responses or clarifications to questions received by the question submission deadline of July 9, 2021. The purpose of the addendum was to provide all potential proposers the opportunity to submit any questions regarding the RFP and HACLA’s requirements, and to help ensure our requirements are clearly and completely understood.

E. Receipt of Proposals

The following twelve (12) proposals were received by the submittal deadline of July 26, 2021:

Company Name
1. PSOMAS
2. The Glue, LLC
3. JPW Communications, LLC

4. Studio Percolate Design and Photography LLC
5. Green Media Creations, Inc.
6. Reynaud E. Moore & Associates, Inc.
7. WeUsThem, Inc.
8. Golden Design Studio
9. GreenInfo Network
10. Timmons Group Geospatial Solutions
11. Tovar Geospatial Services (TovarGEO)
12. Nemoi Advertising and Design LLC

F. Panel Review

The Evaluation Panel (“Panel”) was comprised of three (3) subject matter experts. The Panel met on August 4, 2021, resulting in the following consensus scoring.

Initial Evaluation Scores

Company Name	Score
PSOMAS	96.00
The Glue, LLC	89.00
JPW Communications, LLC	83.50
Studio Percolate Design and Photography LLC	80.50
Green Media Creations, Inc.	79.00
Reynaud E. Moore & Associates, Inc.	78.50
WeUsThem, Inc.	78.33
Golden Design Studio	76.00
GreenInfo Network	75.67
Timmons Group Geospatial Solutions	74.83
Tovar Geospatial Services (TovarGEO)	51.17
Nemoi Advertising and Design LLC	48.00

G. Best and Final Offers

On August 5, 2021, HACLA requested a Best and Final Offer (“BAFO”) from each of the four (4) top ranked proposers, in an effort to provide them a final opportunity to (i) propose their best and final pricing and/or cost structures(s), and (ii) provide any other improvements to their proposals including those related to staffing, work plan and Section 3 commitments. In response to the BAFO requests, all proposers reduced their pricing in certain categories and the panel rescored the proposals reaching the final consensus scoring.

Post BAFO Evaluation Scores

Company Name	Score
PSOMAS	96.00
The Glue, LLC	90.00

JPW Communications, LLC	86.50
Studio Percolate Design and Photography LLC	84.50
Green Media Creations, Inc.	79.00
Reynaud E. Moore & Associates, Inc.	78.50
WeUsThem, Inc.	78.33
Golden Design Studio	76.00
GreenInfo Network	75.67
Timmons Group Geospatial Solutions	74.83
Tovar Geospatial Services (TovarGEO)	51.17
Nemoi Advertising and Design LLC	48.00

The above scores are reflected in the Consensus Rating Form, signed by each panelist, and confirmed by the Contract Administrator.

H. Recommendation for Awards

The Panel recommends PSOMAS, The Glue, LLC, JPW Communications, LLC and Studio Percolate Design and Photography LLC for contract awards of up to five years, each in initial amounts of \$50,000, except for PSOMAS at \$75,000 given their broader range of services. The Panel also recommends providing the Contracting Officer, or designee, the authority to award up to an additional \$200,000 among one or more of the vendors, based upon HACLA’s business needs, vendor expertise and performance, as determined by the Contracting Officer, or designee.

I. Workforce Profile

The firms submitted Workforce Profiles that reveal the following workforce composition:

<u>Company</u>	<u>Employees</u>
JPW Communications, LLC	Total: 18 9 minorities = 50% 13 women = 72%
PSOMAS	Total: 571 203 minorities = 35% 178 women = 31%
Studio Percolate Design and Photography LLC	Total: 2 0 minorities = 0% 1 women = 50%
The Glue, LLC	Total: 8 5 minorities = 62% 4 women = 50%

**HOUSING AUTHORITY OF THE CITY OF LOS ANGELES
MBE/WBE ORGANIZATIONS MAILING LIST**

1	Asian American Architects and Engineers Association
2	Asian Business Association of Los Angeles
3	Asian Business League of Southern California
4	Asian Pacific Islander Small Business Program
5	Korean American Chamber of Commerce
6	Pacific Asian Consortium in Employment (PACE) Business Center
7	Black Business Association
8	Greater L.A. African American Chamber of Commerce (GLAAACC)
9	Regional Black Chamber of Commerce of San Fernando Valley
10	US Black Chambers
11	Southern California Black Chamber of Commerce
12	National Black Contractors Association
13	Young Black Contractors Association
14	California Hispanic Chamber of Commerce
15	LA Metropolitan Hispanic Chamber of Commerce
16	Latin Business Association (LBA)
17	Los Angeles Latino Chamber of Commerce
18	National Latina Business Women Association (NLBWA-LA)
19	Regional Hispanic Chamber of Commerce
20	American Indian Chamber of Commerce
21	Build Plus Community Marketplace
22	Greater San Fernando Valley Chamber of Commerce
23	Los Angeles Area Chamber of Commerce
24	Los Angeles Minority Business Enterprise Center USC (MBDA)
25	National Association of Minority Contractors
26	National Association of Women Business Owners Los Angeles
27	Pacific Coast Regional Small Business Development Corp (SBDC)
28	Small Business Majority
29	Southern California Minority Supplier Development Council
30	The New Ninth Business Resource Center
31	US Small Business Administration
32	US Veteran Business Alliance
33	Valley Economic Development Center/Women's Business Center
34	Vermont Slauson Economic Development Corporation
35	Vernon Networking Committee
36	City of LA Bonding Program: Merriwether & Williams Insurance Services, Inc.