



City of Los Angeles Department of Animal Services

REQUEST FOR PROPOSALS

For a Pet Health Insurance provider to be referred as an insurance option for pet owners adopting or redeeming animals from City of Los Angeles Animal Care Centers, in exchange for sponsoring the Department of Animal Services.



RFP Release Date

March 17, 2008

Deadline to Submit Proposals:

April 22, 2008, by 3:00 PM Pacific Time
Department of Animal Services
Attention: Anthony Sanchez
221 North Figueroa Street, Suite 500
Los Angeles, California 90012

RFP and Contract Administrator:

Anthony Sanchez
Phone: (213) 482-6980
Fax: (213) 482-9511
Anthony.A.Sanchez@lacity.org

TABLE OF CONTENTS

I. Introduction	3
II. About the Department of Animal Services	4
III. Department Events	6
IV. Scope of Services	7
V. Contract Terms and Conditions	8
VI. Submitting a Proposal	9
VII. Contents of Submitted Proposals	11
VIII. Additional Requirements of Selected Contractor	13
IX. Review, Evaluation, and Award	13
X List of Exhibits	14

I. INTRODUCTION

The City of Los Angeles ("City") Department of Animal Services ("Department") is releasing this Request for Proposals ("RFP") to enter into a sponsorship contract with a pet health insurance provider which will be promoted as an insurance option for pet owners who adopt or redeem animals from the Department's animal care centers. In exchange for referring pet owners to the insurance provider, the Department expects to receive a sponsorship fee. Proposers may also propose additional compensation, such as a percentage of revenue, per-adoption commissions as well as other considerations as may be proposed, special event underwriting, incentive programs, etc. Pet health insurance providers must provide health insurance for at least dogs and cats, and must be fully licensed in California to provide such insurance in the Los Angeles area. They must demonstrate reliability, good coverage options, timely payments, and excellent customer service to be selected as the referral for the Department.

Award of Contract

To be considered for contract award, interested parties must respond to this RFP according to the instructions and guidelines stated herein. The Department intends to award a 3-year contract to the insurance provider who is the top-ranked proposer, renewable at the City's sole discretion for up to three (3) additional years, for a period not to exceed 6 years.

The proposer who demonstrates the best overall sponsorship package will be recommended for contract award. Subsequent to consideration and approval of award by the Board of Animal Services Commissioners, the Contract will be subject to review by the City Attorney and the Mayor's Office, and subject to approval by the City Council, prior to Contract execution and start of services.

Definitions

The following terms used in this RFP shall be construed as follows:

- "Board" means the Board of Animal Services Commissioners.
- "City" means the City of Los Angeles, acting by and through the Department of Animal Services.
- "Contract" is synonymous with "Agreement" and means the agreement executed as a result of this RFP.
- "Contractor" means the insurance provider, individual, foundation, partnership, corporation, or other entity to which an agreement is awarded.
- "Department" means the Department of Animal Services.
- "Proposer" means any insurance provider, individual, foundation, partnership, corporation, or other entity, who responds to this RFP.

II. ABOUT THE LOS ANGELES DEPARTMENT OF ANIMAL SERVICES

LA Animal Services adopted out 16,262 dogs and cats in 2007, an 11.5% increase over 14,581 in 2006. LA Animal Services placed 6,145 dogs and cats through New Hope, a partnership with 119 animal welfare organizations. Through the Department's Adoption and New Hope programs combined, 22,407 dogs and cats were placed into loving homes in 2007, making the Department one of the highest, if not the highest, volume pet adoption agency in the world.

Mission and Goals

The Department's mission is to promote and protect the health, safety, and welfare of animals and people in the City of Los Angeles. We envision the day when every pet born is ensured a good home and care all its natural life; when no animal will suffer because of abuse, neglect, or ignorance; and all residents, their property, and neighborhoods are safe from the dangers and nuisances of irresponsible pet guardianship. Our goal is to create happiness by bringing pets and people together. We empower our communities to make humane choices.



Services at the Animal Care Centers

The Department offers a wide range of programs and services, including pet adoption, licensing, low-cost spay/neuter services, microchipping, animal foster programs, volunteer programs, permits, prevention of animal cruelty, and community outreach programs, among others. Our Care Centers are located throughout Los Angeles, where staff receive stray or turned-in animals, and after an initial check-up, hold the animals for the legally required period of time before placing them up for adoption. The centers' veterinary staff looks after the health of the center's animals and treats those needing special care. Animal Control Officers respond to public calls and pick up stray and injured animals and wildlife, or animals that may be in danger due to inhumane treatment. Volunteers and staff work together to help pet owners find their missing companions, or to find new animal companions.

New and Expanded Animal Care Centers

In November 2000, voters passed Proposition F, the Fire and Animal Facilities Bond, which funded the construction of new, expanded, and modern facilities for animal care and human interaction. This program is now coming to fulfillment through seven new or expanded facilities which will provide community-oriented animal care, a safe environment for animals in the Department's care, and establish community relationships to enhance responsible pet ownership and to increase the number of pets reclaimed by owners or adopted to new homes.

The care centers are:

West Valley (Stoney Point)
20655 Plummer Street
Chatsworth, California 91311

West Los Angeles (Pacific)
11361 West Pico Blvd
Los Angeles, California 90064

South Los Angeles (Exposition)
3612 11th Avenue
Los Angeles, California 90018

Harbor
957 N. Gaffey Street
San Pedro, California 90731
(Anticipated opening early 2008)

East Valley (Van Nuys)
14409 Vanowen Street
Van Nuys, California 91405

Northeast Valley (Mission)
15321 W. Brand Blvd
Mission Hills, California 91345
(Anticipated opening early 2008)

North Central (Arroyo Seco)
3201 Lacy Street
Los Angeles, California 90031

Each new or expanded center features comfortable and safely designed public areas and state-of-the-art veterinary care, examination, and observation spaces. All include a major expansion of dog kennel space and large kitchens for preparing animal meals. They feature “get-acquainted” rooms for cats and outdoor yards for the adopter to get to know dogs and other animals. New spay/neuter clinics are included in five of the facilities. The new outdoor kennels keep animals comfortable with radiant heating built into the concrete kennels for winter, and misting systems for hot days, while human visitors will enjoy the garden settings of the kennel areas. Large community rooms will be used for everything from staff training to community events.



The City expects that these new facilities, designed to be friendly to both animals and human visitors, will dramatically increase the Department's capacity to house and care for animals, resulting in more pet adoptions, and creating a more community-oriented approach to the care of the City's companion animals.

Additional information is available online at: www.laanimalservices.org.

III. DEPARTMENT EVENTS

In addition to aggressive adoption and owner redemption programs in the care centers, the Department conducts various community events to increase and promote pet adoption, and to promote the Department's goals and mission of saving animals' lives. As the Department's promoted pet health insurance provider, the Contractor will be encouraged to maintain a presence at such events, such as providing promotional materials for these events, staffing booths, etc.

Following is a sample of some of the pet-adoption events held by the Department:

Mobile Pet Adoptions

Each month, the Department organizes approximately ten Mobile Pet Adoptions, typically one-day events held on a Saturday or Sunday, and held in a variety of locations in Los Angeles and its neighboring communities such as Burbank and Beverly Hills. Typically about 30 to 40 animals are adopted at these events, and hundreds of people are provided with information and messages about animal issues, and potentially, animal-related products.

Pet Fairs

The Department holds pet fairs throughout the year at which free rabies vaccinations are given. Typically held in lower income neighborhoods, these events help save animals' lives in communities in which residents may not otherwise be able to afford vaccinations for their pets.

Super Adoption Events

Super Adoption events, such as Paw-fect Match, the Rabbit Adopt-a-thon, and Best Friends Events, which are held two to three times a year, are high profile events that are held through partnerships between the Department and rescue organizations. These all-day and multi-day events attract thousands of current and potential pet owners.



Best Friends Pet Adoption, March 2007

IV. SCOPE OF SERVICES

The Contractor will be the promoted pet health insurance provider at the Department's Animal Care Centers, in exchange for sponsorship and other considerations. Insurance coverage must be available for dogs and cats; coverage for other animals is a proposal item. Coverage for rabbits is encouraged.

A. Promotion of Contractor's Services

The Department will promote the insurance provider as follows:

- Deliverables such as signage, brochures, flyers, etc., will be placed in public areas in Care Centers, for distribution to the public
- Care Center staff will inform adopters of this insurance option, and will distribute appropriate printed information to adopters and redeemers at a point in the adoption and redemption process, to be mutually agreed between the Department and the contractor
- Department website (www.laanimalservices.com) will show a link to the contractor's website (web statistics are available at www.lacity.org/stat.htm)
- Department adoption events will include insurance provider presence

B. Contractor's Deliverables

Contractor will be required to provide to the Department, at the Contractor's expense, materials deemed appropriate by the Department, that detail and promote the Contractor's insurance benefits and services, to distribute to the public:

- Printed promotional materials such as signage, brochures, application forms, flyers, etc., for care centers and other outreach and Department events
- As appropriate, additional deliverables such as electronic media (e.g. promotional DVDs, etc.), to augment printed materials provided by Contractor
- Coverage packages specially targeted to adoption and redemption customers

C. Additional Contractor Services

Contractor will be invited to attend pet-adoption events; proposers should propose their level of commitment to provide sales representatives to attend the event and operate a booth.

Any additional services or support that improve services or information to the public may be proposed and considered; any such services or support, if approved, will be included in the Contract's Scope of Services.

D. Sponsorship Fee Amount

Contractor shall pay the Department a sponsorship for promoting the Contractor's services. The sponsorship amount is a proposal item which may be structured as a flat fee and/or a per-adoption or per-redemption basis. Statistics on adoptions and redemptions may be found at www.laanimalservices.com/about_stats.htm. Payments will begin (30) days from the date services begin. All such payments shall be made on a monthly basis, payable to the Department of Animal Services. Payments and all back-up documents to verify such payments shall be sent to Department of Animal Services, 221 North Figueroa Street, Suite 500, Los Angeles, CA 90012.

E. Contractor's Qualifications

Contractor must have gained admittance to operate in the State of California by obtaining a Certificate of Authority from the California Department of Insurance.

F. Removal of Materials

The General Manager reserves the right to require removal or modification of any signage or posted information at any time.

G. Prohibition On Subleasing

The Contractor shall not rent, assign, transfer, lease, or sub-lease any portion of space provided to the Contractor, such as display areas, bulletin boards, etc.) to any other person, corporation, agency, or organization.

H. Space

The Department will provide space at its discretion, for the Contractor's literature, brochures, and other materials for public use at each facility, to be located in areas accessible by the public. Areas such as community rooms may be used occasionally by Contractor, subject to availability, to hold insurance-promotion events, seminars, etc. However, other than this space for the Contractor's materials or occasional activities, the Department is unable to provide office or storage space, or parking for Contractor at each facility, other than shared parking available for public use.

V. CONTRACT TERMS AND CONDITIONS

Portions of the top-ranked proposal and this RFP may be incorporated into and made part of the Contract. The Contract will include the following Contract terms and conditions:

A. Term

The term of the Contract will be 3 years, and may be renewed for up to three (3) additional years, at the sole discretion of the City.

B. Scope of Services

The Scope of Services (Section IV) will be incorporated into and made part of the Contract, substantially in the form herein. Accepted service elements in the top-ranked proposal will be included here.

C. Standard Provisions for City of Los Angeles Contracts

Contractor shall comply with all provisions of the City of Los Angeles' Standard Provisions For City Contracts ("Standard Provisions," Revised 10/03), attached hereto and incorporated herein as Exhibit A, which will be incorporated and made part of the Contract. Proposers should review the Standard Provisions in its entirety, acknowledging the duties and on-going requirements of the Contractor, along with the limited responsibilities of the City.

D. Invoicing Requirements

Contractor shall pay City according to the Invoicing Policy stipulated in Attachment 2 of the Standard Provisions.

E. Insurance

The Contractor shall acquire and maintain the insurance coverage and liability limits for this Contract as listed in Exhibit B, Insurance Requirements. If the scope of services under the Contract differs substantially from that described in this RFP, the actual coverage and limits required are subject to change. Evidence of coverage shall be provided according to the City's "Instructions And Information On Complying With City Insurance Requirements," attached hereto. Contractor's insurance must be approved by the City of Los Angeles, City Administrative Officer, Risk Management Division, prior to start of services.

F. Los Angeles Business Tax Registration Certificate

The Contractor will be required to demonstrate compliance with the City's business tax laws by acquiring/maintaining a current, valid Los Angeles Business Tax Registration Certificate. The Certificate or Registration Number must remain in force during the entire period of the Contract.

VI. SUBMITTING A PROPOSAL

A. Deadline for Submission

To be considered, proposals must be received on or before 3:00 p.m., April 22, 2008, at the address listed below.

B. Where to Submit your Proposal

Place your proposal in a sealed envelope or box labeled "Proposal to Provide Sponsorship to the Department of Animal Services." Indicate your name and address on the outside and deliver to:

Los Angeles Department of Animal Services
Attention: Anthony Sanchez
221 North Figueroa Street, Suite 500
Los Angeles, California 90012

C. Number of Copies

Please provide one (1) original, one (1) reproducible copy, and three (3) photocopies and plainly identify the respective documents. A reproducible copy is one which can readily be reproduced through a photocopier.

D. Administrative Requirements for Submittal

The City requires that all proposals adhere to the following:

1. Acknowledgment of Terms and Conditions: A proposal submitted in response to this RFP shall constitute acknowledgment and acceptance of all terms and conditions set forth herein. Failure of the successful proposer to accept these obligations may result in cancellation of the Contract award.
2. Format of Proposals: Proposals must be typewritten, in English, and should be prepared simply and economically, avoiding the use of unnecessary promotional materials.
3. The RFP and the top-ranked proposal, or any part thereof, may be incorporated into and made a part of the Contract. The Department reserves the right to further negotiate the terms and conditions of the Contract with the selected Contractor.
4. The Department reserves the right to withdraw this RFP at any time, to reject any and all proposals, to choose not to award a Contract, and to waive any informality in the process when to do so is in the best interest of the City.
5. A proposer may withdraw a submitted proposal in writing at any time prior to the specified due date and time. Faxed withdrawals will be accepted. A written request to withdraw, signed by an authorized representative of the proposer, must be submitted to the Department at the address specified herein for submittal of proposals. After withdrawing a previously submitted proposal, the proposer may submit another proposal at any time up to the specified submission deadline. All proposals submitted and not withdrawn prior to the deadline may not be withdrawn after the deadline for a period of ninety (90) days following the deadline.
6. Timeliness of Proposals: Proposers who mail their proposals should allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. The Department reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely-submitted proposals will be opened and the name of the proposer(s) announced. No other information about the proposals will be made public until after a recommendation for award is made to the Board.

7. **Deadline Extension:** The Department reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, proposers will have the right to revise their proposals. Proposals may be withdrawn personally, by written request, prior to the new deadline.
8. All proposals submitted in response to this RFP become the property of the City.
9. **Prohibition of Communication During Evaluation Period:** After the submittal of proposals and continuing until a Contract has been awarded, all City personnel involved in this RFP will be specifically directed against holding any meetings, conferences, or technical discussions with any proposer except as provided in this RFP. Questions regarding this RFP should be directed only to the RFP/ Contract Administrator indicated on the cover. Failure to comply with this requirement may terminate further consideration of that proposal.
10. **Cost of Preparation:** All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any expenses incurred by the proposer in the preparation and/or submission of the proposal.
11. **Questions:** For questions regarding this RFP, contact Anthony Sanchez, Contract Administrator, at (213) 482-6980, or by email at Anthony.A.Sanchez@lacity.org.

VII. CONTENTS OF SUBMITTED PROPOSALS

It is important that ALL information requested below is included in your submitted proposal. The proposal must include, at a minimum:

A. Cover Letter

Include a cover letter from, and signed by, an authorized representative of the company indicating intent in providing the requested services. The cover letter must provide complete contact information of the person or persons authorized to speak on behalf of your company regarding your proposal. Include the name and title of this person, as well as mailing address, telephone, fax, and email addresses.

B. Financial Capability

Provide copies of annual reports or similar documents to demonstrate that your company has a record of financial stability and profit. Your proposal should demonstrate sufficient resources to provide the proposed sponsorship and required insurance and bonds.

C. Company Background, Qualifications, and Services Offered

Describe your company's background and experience; indicate at a minimum:

- number of years in business
- approximate number and value of current pet insurance policies by type of animals
- qualifications of key staff, including executive staff and management
- demonstration of customer service standards and reputation
- complaints filed against the company, if any, by consumers or governmental agencies
- whether your company has taken public positions with respect to early age spay and neuter, animal adoptions, and any other animal related issues.

Describe the service you provide to your customers:

- description of insurance plans offered
- coverage offered (cancer coverage, accidents, illnesses, emergencies, preventive medicine, etc.)
- list of veterinary hospitals in the Los Angeles area which accept your insurance (or indicate your policy to choose a veterinarian)
- fees and benefits, payment options (monthly or annual), etc.
- deductible options
- timing of start of coverage and conditions on which insurance coverage would be declined

D. Proposed Sponsorship and Services to the Department

- Describe and provide samples of the materials (i.e. deliverables) to be provided to Department, such as:
 - brochures, flyers, signage, applications, and other items; submit proposed designs, copies of drafts, etc.
 - electronic media (promotional DVDs, etc.) or any other promotional materials or merchandise
- Indicate your proposed sponsorship or sponsorship alternatives
- Coverage programs for adopted or redeemed animals
- Company representation at events:
 - Do you propose to attend the Department's pet-adoption events? If so, what is the minimum number of events per calendar year you propose to attend?
 - Will you provide staffing for such events? If so, describe (number of staff, position descriptions, etc.).
- Describe any other services you wish to propose (such as promotion of the Department's services on your company's website, etc.)

E. Additional Information (if any)

Provide any additional information which you feel will further demonstrate the ability to meet or exceed the requirements listed in this RFP. Any additional information may address:

- qualifications and experience
- proposed methods of providing services
- community-specific services
- bilingual capabilities
- technology integration with adoptions or redemptions
- Any other information which further demonstrates your firm's ability to achieve the Department's goals.

If no additional information is to be provided, state "No additional information to provide" in response to this subsection.

F. Administrative Requirements and Forms

All bidders and proposers seeking to enter into contracts with the City of Los Angeles are required to comply with the City's contracting requirements. The forms listed below correspond to these requirements; proposers are to complete and submit all required documents with their proposal.

Forms and complete instructions are found in the companion document "Administrative Requirements and Forms," distributed with this RFP and available at www.laanimalservices.org, or by contacting the RFP administrator indicated on the cover of this RFP.

Documents to be included with each proposal are:

- Signature Declaration and Affidavit
- Disposition of Proposals
- Non-Discrimination/ Affirmative Action Plan (pages A1 through A7)
- Living Wage Ordinance (LWO) and Service Contractor Worker Retention Ordinance (SCWRO) exemption forms (*only if applying for an exemption*)
- Contractor Responsibility Ordinance Questionnaire
- Equal Benefits Ordinance Statement
- City Ethics Commission Bidder Certification

The Department reserves the right to request additional information and/or clarification regarding submitted documents during the evaluation.

VIII. ADDITIONAL REQUIREMENTS OF SELECTED CONTRACTOR

After award of the Contract, and prior to execution, the selected Contractor will complete and submit the following (forms to be provided to the selected Contractor):

- Americans with Disabilities Act Certification
- Child Support Certificate of Compliance
- Los Angeles Residence Information (location of selected concessionaire's headquarters and percentage of workforce residing in Los Angeles)
- LWO/SCWRO Compliance forms
- Slavery Disclosure Affidavit
- Contractor Responsibility Ordinance Pledge of Compliance

The following must be submitted to the Department before Contract execution:

- Copy of Los Angeles Business Tax Registration Certificate (BTRC)
- Proof of Insurance, subject to City approval (see [Exhibit B](#))

IX. REVIEW, EVALUATION, AND AWARD

A. Review Of Proposals

Staff will review all proposals to determine if they meet the minimum requirements contained in this RFP. Each proposal that has met the minimum requirements will be scored as specified below. The Department reserves the right to request additional information to clarify a submitted proposal.

B. Financial Capability

Proposer must demonstrate that it has a history of financial stability and sufficient resources to provide the proposed sponsorship and required insurance and bonds.

Proposers who fail to meet the minimum requirements stated herein, or who fail to demonstrate a satisfactory history of financial stability, may be disqualified from further evaluation and may be deemed non-responsive.

C. Evaluation

A selection panel may be convened to evaluate proposals, may interview proposers whose proposals have met the minimum requirements, and may be asked by the Department to recommend an award of a Contract. Said selection panel may be comprised of Department staff or other appropriate personnel.

Proposals will be scored according to the criteria below, and ranked based on their respective aggregate scores with a perfect score being 100.

Background, Qualifications, and Services Offered (50 points)

- Proposer's background and experience
- Services provided to proposer's customers
- Quality and proven record of performance

Proposed Sponsorship and Services to the Department (50 points)

- Quality & variety of proposed deliverables
- Proposed "per-adoption" and/or flat fee amount and total level of sponsorship
- Company representation
- Coverage levels, timing, and financial value to adopters, redeemers, and the Department

All proposals will be evaluated solely on the basis of the criteria listed above and the ranking of any review panel will serve solely to assist Department staff on evaluating the merits and viability of each firm's proposal. Staff will independently formulate a recommendation to the General Manager, who will be free to accept or reject the review staff's recommendation and present his recommendation to the Board in a Board Report. The Board will consider the General Manager's recommendation during a public Commission meeting and may accept or reject the General Manager's recommendation in making their decision as to the selection, if any, stating publicly the reasons for their action. The proposed Contract is subject to review by the City Attorney, the Office of the Mayor, and the City Council.

D. Award of Contract

The General Manager of the Department recommends Contract awards to the Board. The Department shall notify all proposers in writing of the General Manager's recommendation. Once approved by the Board, the selected proposer will complete and submit the additional documents as required by City Ordinance, State, or Federal laws, after which the Contract or Contracts will be forwarded to the Los Angeles City Council for final approval.

Contracts are deemed to be executed upon the date of signature, or as otherwise stipulated under the Terms section of the Contract.

E. Contractual Arrangements

The proposer selected to perform the services outlined in this RFP will enter into a Contract, approved as to form by the City Attorney, directly with the City of Los Angeles.

F. Verification of Information

The Department reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, the Department reserves the right to reject that proposal. If it is determined that a Contract was awarded as a result of false statements or other data submitted in proposal to this RFP, the Department reserves the right to terminate the Contract.

X. EXHIBITS

Exhibits:

- A. Standard Provisions for City Contracts, Rev. 10/03
- B. Insurance Requirements

Administrative Requirements and Forms:

- Proposer's Signature Declaration and Affidavit
- Disposition of Proposals
- Non-Discrimination/ Affirmative Action Plan (pages A1 through A7)
- Living Wage Ordinance (LWO) and Service Contractor Worker Retention Ordinance (SCWRO) exemption forms (only if applying for an exemption)
- Contractor Responsibility Ordinance Questionnaire
- Equal Benefits Ordinance Statement
- City Ethics Commission Bidder Certification and Lobbying Ordinance