

AGENDA COMMUNITY SERVICES COMMITTEE

SPECIAL MEETING
March 30, 2011
9:30 A.M.

Laguna Woods City Hall
Council Chambers
24264 El Toro Road
Laguna Woods, CA 92637

AGENDA DESCRIPTION: The Agenda descriptions are intended to give notice, to members of the public, of a general summary of items of business to be transacted or discussed.

Any person wishing to address the Community Services Committee on any matter, whether or not it appears on this agenda, may do so under the appropriate section of the agenda. Whenever possible, lengthy testimony should be presented to the Committee in writing (12 copies) and only pertinent points presented orally. Requests to speak to items on the agenda shall be heard at the appropriate point on the agenda; requests to speak about subjects not on the agenda will be heard during the **Public Comment** section of the meeting.

I. CALL TO ORDER

II. ROLL CALL

III. PRESENTATIONS

IV. COMMITTEE BUSINESS

A. City Cable Television Franchises

RECOMMENDED ACTION: Discuss and make suggestions regarding oversight of the City's Cable Television Franchises.

B. City Taxi Voucher Service Request for Proposal

RECOMMENDED ACTION: Review and comment on the draft Request for Proposal (RFP) for City Taxi Voucher Services.

V. SUBCOMMITTEE REPORTS

- A. Social and Health Services – meets third Thursday at 10 a.m.
- B. Arts, Culture & Recreation – meets fourth Thursday at 10 a.m.
- C. Community Relations – meets first Monday at 10 a.m.
- D. Transportation Programs/Services – meets third Monday at 10 a.m.

VI. INTERACTION WITH COMMITTEES AND ORGANIZATIONS

- A. Environmental Committee
- B. Friends of the Library
- C. Chamber of Commerce

VII. PROJECT UPDATES

- A. Street Improvement Project Updates
- B. Landscape Improvement Project Updates

VIII. COMMITTEE MEMBER COMMENTS

IX. PUBLIC COMMENTS

X. ADJOURN

Next regular Community Services Committee meeting is scheduled for
April 27, 2011

RECAP

COMMUNITY SERVICES COMMITTEE

REGULAR MEETING
February 23, 2011
9:30 A.M.

Laguna Woods City Hall
Council Chambers
24264 El Toro Road
Laguna Woods, CA 92637

AGENDA DESCRIPTION: The Agenda descriptions are intended to give notice, to members of the public, of a general summary of items of business to be transacted or discussed.

Any person wishing to address the Community Services Committee on any matter, whether or not it appears on this agenda, may do so under the appropriate section of the agenda. Whenever possible, lengthy testimony should be presented to the Committee in writing (12 copies) and only pertinent points presented orally. Requests to speak to items on the agenda shall be heard at the appropriate point on the agenda; requests to speak about subjects not on the agenda will be heard during the **Public Comment** section of the meeting.

I. CALL TO ORDER

Meeting called to order at 9:37 a.m. by Committee Chairman Coles.

II. ROLL CALL

Present: Coles, Gormin, Greenes, Lawyer, Levine, Oakes, Rhodes, Robeck, Sheppard, Singer, Straziuso

III. PRESENTATIONS

No presentations,

IV. COMMITTEE BUSINESS

A. Santa Maria Avenue Multimodal Trail

Assistant City Manager Doug Reilly reviewed with the Committee plans for the Santa Maria Avenue multimodal trail from Via Vista to Moulton Parkway. He provided committee members with a plan showing the design of the multimodal trail along the south side of Santa Maria Avenue and along the north side from Moulton to the entrance to the Moulton Plaza Center, and answered questions. The Committee

unanimously recommended that the City Council approve the plan for the multimodal trail and award of a contract for its construction.

B. Committee Goals for FY 2010/11 and FY 2011/12

Assistant City Manager Doug Reilly presented the committee with information on formulating ideas and goals for the various areas over which the committee advises the City Council. These include: transportation programs and services; art, health and social services programs and projects; community relations and public relations; beautification; trash and recycling; recreation and cultural programs; and promotion of diversity. The various subcommittees of the Community Services Committee will provide input at a future meeting on programs and goals for the coming fiscal year.

V. SUBCOMMITTEE REPORTS

Representatives from each of the subcommittees gave a brief update on the status of their current activities.

VI. INTERACTION WITH COMMITTEES AND ORGANIZATIONS

A. Environmental Committee

The Great Laguna Woods Exchange is scheduled for April 23, 2011 from 8:30 a.m. to 1 p.m. as part of the celebration of Earth Week.

B. Friends of the Library

No report.

C. Chamber of Commerce

Assistant City Manager Doug Reilly is coordinating with local businesses representatives to determine interest in their forming an association of the City's businesses and will provide an update at the next committee meeting.

VII. PROJECT UPDATES

A. OCTA Go Local Metrolink/Circulator Service Studies

A draft report has been prepared by a consultant working for the Orange County Transportation Authority (OCTA) to determine the feasibility of shuttle service from Laguna Woods to Laguna Hills, Lake Forest and the Irvine Transportation Center, and service that

would into shopping centers along El Toro Road in Laguna Woods, Laguna Hills and Lake Forest. More information will be provided about the draft report at a future meeting.

B. Street Improvement Updates

The Assistant City Manager reviewed the progress on the Moulton Smart Street project, phase I at El Toro Road, and plans for the repaving of Santa Maria Avenue and widening of El Toro Road at Aliso Creek Road.

C. Landscape Improvement Project Updates

The City Centre Park project is scheduled to begin in March and the City is soliciting submission of designs from residents the Ridge Route Linear Park community gardens, the seven half-moon shaped planter areas along the park's main path.

VIII. COMMITTEE MEMBER COMMENTS

None.

IX. PUBLIC COMMENTS

None.

X. ADJOURN

The meeting was adjourned at 11:10 a.m.

Next regular Community Services Committee meeting will be held on March 23, 2011.

City of Laguna Woods Agenda Report

FOR: March 30, 2011 Community Services Committee Meeting

TO: Chairman and Members of the Community Services Committee

FROM: Patrick Foley, Community Services Manager

Agenda Item: City Cable Television Franchises

Recommendation

Discuss and make suggestions regarding oversight of the City's Cable Television Franchises.

Background

Prior to 2008, cable companies in California had to negotiate with local municipalities in order to obtain a franchise authorizing them to provide cable services in their community. As a part of this process, the local agency could collect a franchise fee and require certain types of public access and programming. The City of Laguna Woods is currently served by two cable television providers – Cox Communications and Golden Rain Foundation (GRF) Broadband Services, both of which have local franchises that pre-date 2008.

In June 2004, the City Council authorized a ten-year renewal of the Cox Communications cable television franchise, which will expire on June 15, 2014. Termination or modification of this franchise requires mutual agreement.

A new cable television franchise with GRF Broadband Services was approved for a 30-year period, effective December 2007. This franchise gives either party the right to give notice of termination every five years, commencing with the effective date. The first five-year termination date is December 31, 2012. If triggered, the actual termination of the franchise would become effective 18 months from the date of notice, or June 30, 2014.

In 2010, through an agreement with GRF Broadband Services, Connexion Technologies assumed management of the Village's cable television system. Connexion provides cable television services and offers subscriber options for enhanced High Definition (HD) cable channels, digital telephone and Internet services.

The California Digital Infrastructure and Video Competition Act of 2006, which became effective January 1, 2008, pre-empts local cable television regulations and prevents local jurisdictions from issuing cable franchises when franchises that were in place by December 31, 2007 expire. All future franchises will be state issued. AT&T and Verizon have state cable franchises issued after January 2008 that allows them to provide services in Laguna Woods, however, neither company currently has cable subscribers in the city.

In the future, when GRF Broadband Services and Cox Communications have state issued franchises after the expiration of their City issued franchises, the City will be able to enforce the state's customer service standards, receive franchise fees and require public access programming. The City's regulation of state video franchise holders is contained in Chapter 6.42 of the Municipal Code.

Discussion

Chapter 6.34 of the Laguna Woods Municipal Code provides the basis for City regulation of City-issued cable television franchises. The code broadly governs the operations and maintenance of cable television systems subject to a franchise. Following is a brief summary of municipal code sections that relate to the provision of services:

Section 6.34.330 Provision of Service

After cable service is established, the franchisee must provide cable service to anyone in its service area requesting service within 30 days from the date of the request.

Section 6.34.360 Notice of Programming Changes

The franchisee shall provide at least 30 days advanced written notice to the City and subscribers prior to dropping or adding any channel to the cable system.

Section 6.34.440 Technical Standards

The franchisee shall comply at all times with the Federal Communications Commission (FCC) technical standards and other standards that may be

established by the City or any other legally authorized agency from time to time.

Section 6.34.450 Performance Testing

Upon request from the City not to exceed once per year, the franchisee shall perform at its sole cost and expense all tests necessary to verify its compliance with all applicable technical standards.

Section 34.470 Subscriber Service Standards

1. The franchisee shall maintain a local toll-free access line to subscribers seven days per week, 24 hours per day.
2. Trained and knowledgeable staff will be available to respond to customer inquiries during regular business hours 7 a.m. to 6 p.m., Monday through Friday.
3. During non-business hours the access line may be answered by an automated system.
4. A business and service office located in the City shall be open Monday through Friday, from 7 a.m. to 6 p.m.
5. Telephone answer time, including waiting time, shall not exceed 30 seconds after connection is made, and a busy signal shall not be obtained more than three percent of the time.
6. The franchisee shall maintain emergency system maintenance and repair staff.
7. The franchisee will make repairs promptly and interrupt services only for good cause and for the shortest time possible. Scheduled interruptions, to the extent possible, shall be preceded by notice to subscribers.
8. The franchisee shall respond to subscribers' requests for service within the following time frames:
 - a. System outages within two hours.
 - b. Service interruptions within 24 hours.
 - c. Inferior reception quality within 48 hours
9. The franchisee shall be deemed to have responded to a request when the technician arrives, if necessary, or otherwise begins work on the problem. If the subscriber is not home, response will have been deemed to have taken place if the technician leaves written notification of arrival.
10. The appointment window shall be a specific time or within a maximum four hour time during normal business hours.
11. Standard installation will be performed within seven business days after an order has been placed.

12. In the event that any services to subscriber are interrupted for 48 hours in any seven-day period, the franchisee shall provide a 20 percent rebate of monthly fees to affected subscribers.
13. Company shall have equipment and perform surveys to measure compliance with telephone answering standards and the results of such surveys shall be submitted to the City quarterly. After one year, the franchisee may request to be relieved of this requirement if the surveys show compliance.

Section 6.34.490 Notification of subscribers

The franchisee shall provide at least annually to its subscribers a list of all products and services available and prices, channel listings, customer service telephone numbers and office hours, and billing and complaint procedures, including how to resolve subscriber billing disputes.

Section 6.34.500 Verification of Subscriber Service Standards

The franchisee shall demonstrate compliance with service standards by providing quarterly customer service reports to the City with the following information:

1. Volume of telephone calls received by the customer service department.
2. Percentages of time trunk lines that were busy, and the abandonment rate.
3. Average time to complete out-of-service calls.
4. Average time to complete new installations.
5. Detailed customer complaint and outage reports.

Section 6.34.510 Subscriber Complaints

The franchisee shall provide written notice to each subscriber at intervals not to exceed one year of the procedures for reporting and resolving subscriber complaints, including the subscriber's right to complain in writing to the City of the franchisee's failure to resolve a service complaint.

Section 6.34.570 Notice of Rate Increases

The franchisee shall provide written notice to the City and its subscribers at least 30 days prior to implementation of changes in any of its rates.

Section 6.34.610 Services and Programming

The franchisee shall provide the following broad categories of programming: general entertainment; sports; local broadcast stations; cultural programming; news; classic, foreign and special interest films; contemporary movies; documentaries and information programming; government programming; children's programming; and foreign language programming.

At least once every three years, the franchisee, at its expense, shall survey its subscribers to evaluate their programming interests and quality of franchisee's services and operations and report the results to the City.

Section 6.34.650 Continuity of Service Mandatory

Subscribers shall have the right to continue to receive service as long as their financial and other obligations to the franchisee are honored.

Section 6.34.750 Periodic Review of Performance and Quality of Service

At the City's sole election and discretion, within 90 days of the first anniversary of the effective date of a franchise and every year thereafter, throughout the term of the franchise, the City may hold a public hearing at which the franchisee shall be present and participate, to review its performance and quality of service. Any subscriber may submit comments or complaints during the review meetings either orally or in writing.

The current local franchises are in broad conformance with the City's regulations, although staff will be following up with both franchisees to ensure full compliance with the City's municipal code.

Conclusion

This report describes the major customer service areas that the City is responsible for overseeing under the municipal code for cable television franchises issued by the City. Staff is seeking review and any comments or suggestions regarding the City's oversight of these cable television franchises.

City of Laguna Woods Agenda Report

FOR: March 30, 2011 Community Services Committee Meeting
TO: Chairman and Members of the Community Services Committee
FROM: Patrick Foley, Community Services Manager
Agenda Item: City Taxi Voucher Service Request for Proposal

Recommendation

Review and comment on the draft Request for Proposal (RFP) for City Taxi Voucher Services.

Background

The City's current taxi voucher service contract with California Yellow Cab expires on June 30, 2011. The City Council has directed staff to solicit new proposals for taxi voucher services that will begin operation on July 1, 2011.

Discussion

The City of Laguna Woods is currently providing subsidized taxi voucher services that are funded through several sources – Orange County Transportation Authority (OCTA) Senior Mobility funds (a combination of state Transportation Development Act and Measure M2 funds), General Fund monies and fare revenues. These services are:

General Travel Vouchers (Taxi Bucks)

Residents 60 years and older may purchase a book containing \$100 worth of taxi bucks for \$50. These vouchers can be used to travel anywhere in Orange County except for John Wayne Airport as long as the trip begins or ends in the City of Laguna Woods.

Special Destination Vouchers

The City offers single special destination vouchers for the following locations:

- Irvine Transportation Center or Irvine Spectrum: \$6 each way for residents 60 years and older.
- John Wayne Airport: \$22 each way for residents 70 years or older, limited to 4 round trips (total 8 vouchers) per address per fiscal year.

Non-Emergency Medical Transportation

The City's non-emergency medical voucher program provides services to residents 60 years and older for medical appointment, such as visits to doctors, dentists and vision care specialists, physical therapy and other medical treatments, at a cost of: up to 15 miles—\$5, up to 20 miles—\$8, up to 25 miles—\$10, and over 25 miles—\$15.

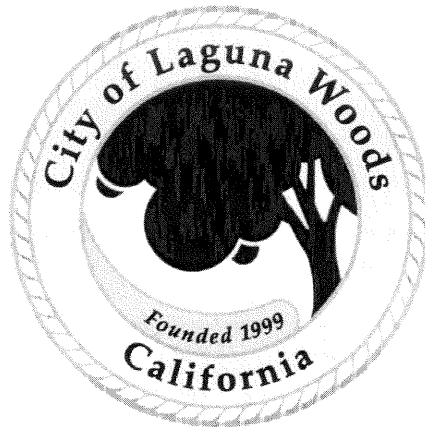
The City's Taxi Voucher services are contracted, door-to-door, on-demand transportation provided by Yellow Cab of California, a licensed and Orange County Taxi Administration Program (OCTAP)-certified taxi company. The taxis transport residents within a designated core service area (City limits plus Moulton Parkway to Lake Forest Drive and from Paseo de Valencia to the 5 Freeway, down to Laguna Hills Drive) and to any other location within Orange County. The non-emergency medical voucher also allows service to the Veterans Hospital in Long Beach. All services are available seven days a week, twenty-four hours a day.

Conclusion

The City will be soliciting proposals from qualified vendors to provide taxi voucher services starting on July 1, 2011. Staff is seeking input from the Community Services Committee regarding the draft City Taxi Voucher Services RFP so that it can be finalized and provided to interested vendors starting on April 1, 2011. Staff anticipates that a recommendation to contract with the selected taxi company will be agendized for the May 18, 2011 City Council meeting.

REQUEST FOR PROPOSALS (RFP) _____

SENIOR MOBILITY TAXI VOUCHER SERVICE



CITY OF LAGUNA WOODS
24264 El Toro Road
Laguna Woods, CA 92637
949/639-0500

Key RFP Dates

Issued:	April 1, 2011
Pre-proposal Conference:	April 12, 2011
Written Questions:	April 15, 2011
Submit Proposal:	April 29, 2011
Interview Date:	May 3, 2011

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April 1, 2011

SUBJECT: NOTICE OF REQUEST FOR PROPOSALS

RFP _____ SENIOR MOBILTY TAXI VOUCHER SERVICE

Attention Proposers:

The City of Laguna Woods is seeking to obtain proposals for taxi voucher services for the City's Senior Mobility Program funded by the Orange County Transit Authority (OCTA). Contractor must bid in accordance with the requirements, specifications, terms, and provisions as described and set forth herein.

An original and Five (5) copies of your proposal, using the Proposal forms and including all information required by the Proposal Documents, must be addressed and delivered to the City of Laguna Woods Offices at the following address, which is to be used for all communications in connection with the RFP:

RFP No. _____

Yolie Trippy
Deputy City Clerk
City of Laguna Woods
24264 El Toro Road
Laguna Woods, Ca 92637

All proposals must be in writing, sealed and identified as to content and be receive and time stamped by the Deputy City Clerk **no later than 3 p.m., local time on Friday, April 29, 2011** Proposals received later that the above date and time will be rejected and returned to the Proposer unopened. The only acceptable evidence to establish the time of receipt is the date/time stamp imprinted upon the proposal package by the date/time recorder used by the Deputy City Clerk of Laguna Woods.

Proposal shall be valid for one hundred twenty (120) days after the proposal due date.

The City of Laguna Woods reserves the right to reject any or all proposals, to waive any informality or irregularity in any proposal received, and to be the sole judge of the merits of the respective proposals received. The selection, if made will be made in accordance with the Instructions to Proposers SECTION III. EVALUATION AND AWARD

The contractor will be responsible for direct payment to all temporary help as well as all employer taxes, deposits and insurance. Employees must be bonded.

The contractor will also be responsible for verifying employees' legal right to work in the United States as required by the Immigration and Control Act of 1986. The contractor will assure compliance with all current EEO and ADA requirements.

A non-mandatory pre-proposal conference will be held on **April 12, 2011, at 2 p.m. at City Hall, City of Laguna Woods, 24264 El Toro Road, Laguna Woods, California.** All prospective Proposers are encouraged but are not required to attend the pre-proposal conference.

Interviews are scheduled for Tuesday, May 3, 2011. Please keep this date open. Failure to appear at the interview will result in the company's proposal being considered nonresponsive and its elimination from further evaluation.

Direct all questions regarding this proposal process to Douglas Reilly, Assistant City Manager, via email, dreilly@lagunawoodscity.org. Any questions may be submitted in writing until **3 p.m. on April 15, 2011.**

Thank you for your interest in submitting a proposal to the City of Laguna Woods.

Sincerely,

Douglas C. Reilly
Assistant City Manager

SECTION I. INSTRUCTIONS TO PROPOSERS

A. PRE-PROPOSAL CONFERENCE

A pre-proposal conference will be held on **Tuesday April 12, 2011, at 2:00 p.m.** at City Hall, City of Laguna Woods, 24264 El Toro Road, Laguna Woods, CA. All prospective Proposers are encouraged to attend the pre-proposal conference.

B. EXAMINATION OF RFP DOCUMENTS

Proposer shall be solely responsible for examining the enclosed RFP Documents, including any Addenda issued during the proposal period, and for informing itself with respect to any and all conditions which may in any way affect the amount or nature of the proposal, or the performance of the Services in the event Proposer is selected. No relief or error or omission will be given.

C. INTERPRETATION OF RFP DOCUMENTS

Proposer may request of the CITY in writing, prior to submission of proposal, clarification or interpretation of the RFP Documents. Where such interpretation or clarification requires a change in the RFP Documents, the CITY will issue an Addendum. Proposer shall acknowledge receipt of any and all Addenda in its Proposal Letter. The CITY shall not be bound by and Proposer shall not rely on any oral interpretation or clarification of the RFP Documents.

All questions, including those that could not be specifically answered at the pre-proposal conference, must be put in writing and must be received by the City no later than **3 p.m. on April 15, 2011** and be addressed or delivered to Yolie Trippy, Deputy City Clerk, City of Laguna Woods, 24264 El Toro Road, Laguna Woods, CA 92637. The City will also accept questions sent by email; the City must receive all email questions no later than the date and time specified above. Questions sent by email should be addressed to dreilly@lagunawoodscity.org.

Requests for clarifications, questions and comments must be clearly labeled "Written Questions." The City is not responsible for failure to respond to a request that has not been labeled as such.

Responses from the City will be communicated in writing to all recipients of this RFP, and will be postmarked no later than April 18, 2011. Inquiries received after 3 p.m. on April 15, 2011 will not be accepted and will be returned to the senders without response.

D. SUBMISSION OF PROPOSALS

It is the Proposer's sole responsibility to assure that its proposal is received as stipulated. In compliance with this PFP, the Proposer agrees to provide the services at the costs stipulated herein if its proposal is accepted beginning on July 1, 2011.

Proposer shall submit its proposal in strict conformity with the requirements of the RFP documents. The proposal shall be complete in itself and shall be within a sealed enclosure and submitted at the time and location as specified below.

1. Date and Time

Proposals must be submitted at or before 3 p.m. on April 29, 2011.

Proposals received after the above-specified date and time will be returned to Proposers unopened.

2. Address

Proposals delivered using the U.S. Postal Service or in person shall be addressed or submitted to the following:

**OFFICE OF THE CITY CLERK
CITY OF LAGUNA WOODS
24264 El Toro Road
LAGUNA WOODS, CA 92637**

3. Identification of Proposals

Proposer shall submit **original and 5 copies** of its proposal in a sealed package, addressed as shown above, bearing the Proposer's name and address and clearly marked as follows:

"SENIOR MOBILITY TAXI VOUCHER SERVICE RFP "

4. City's Rights

The City may investigate the qualifications of any Proposer under consideration, require confirmation of information furnished by a Proposer, and require additional evidence of qualifications to perform the Services described in this RFP. The City reserves the right to :

1. Reject any or all the proposals.
2. Issue subsequent Requests For Proposals.
3. Cancel the entire Request For Proposal.
4. Remedy technical errors in the Request For Proposal process.

5. Appoint evaluation committees to review proposals.
6. Seek the assistance of outside technical experts in proposal evaluation.
7. The City reserves the right to postpone proposal openings for its own convenience.
8. Approve or disapprove the use of particular subcontractors.
9. Establish a short list of proposers eligible for discussions after review of written proposals.
10. Negotiate with any, all, or none of the Proposers.
11. Solicit best and final offers from all or some of the Proposers.
12. Award a contract to one or more Proposers.
13. Accept other than the lowest offer.

E. PRE-CONTRACTUAL EXPENSES

Pre-contractual expenses are defined as expenses incurred by Proposer in:

1. Preparing its proposal in response to this RFP;
2. Submitting that proposal to the City;
3. Negotiating with the City any matter related to this proposal; or
4. Any other expenses incurred by Proposer prior to date of award, if any, of the Agreement.

The RFP does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposal or in anticipation of a contract. The City will not, in any event, be liable for any pre-contractual expenses incurred by Proposer in the preparation of its proposal. Proposer shall not include any such expenses as part of its proposal.

F. JOINT OFFERS

Where two or more Proposers desire to submit a single proposal in response to this RFP, they should do so on a prime-subcontractor basis rather than as a joint venture. The City intends to contract with a single firm and not with multiple firms doing business as a joint venture.

G. TAXES

Proposers' proposals are subject to State and Local sales taxes. However, the City is exempt from the payment of Federal Excise and Transportation Taxes.

H. CONTRACT TYPE

The Agreement resulting from this solicitation, if awarded, will be a firm-fixed price contract specifying firm-fixed prices for services specified in the attached Exhibit B Scope of Work and in the Price Summary Sheet contain in Exhibit C.

I. INSURANCE

Proposers shall provide and maintain insurance, acceptable to the City, in full force and effect throughout the term of any Agreement resulting from this RFP, against claims for injuries to persons or damages to property which may arise from or in connection with the performance of work by Proposer, its agents, representatives or employees. Such insurance is to be placed with insurers with a current A.M. Best's rating of no less than A-Class VII and provide the following scope and minimum limits:

1. Commercial general Liability: \$1,000,000 per occurrence (claims made and modified occurrence policies are not acceptable). Insurance companies must be acceptable to the City and have a Best's Guide Rating of A-Class VII or better, as approved by the City.
2. Automobile Liability: in an amount of \$5,000,000 combined single limit. Insurance companies must be acceptable to City and have a Best's Guide Rating of A-Class VII or better, as approved by the City
 - a. Include coverage of all vehicles used in this service.
 - b. Name the City, its elected and appointed officials, officers, employees, and agents as additional insured.
 - c. Be primary for all purposes.
 - d. Contain standard cross-liability provisions.
3. Workers' Compensation and Employer's Liability: Workers' Compensation as required by the Labor Code of the State of California and Employers Liability limits of \$1,000,000 per accident.

J. PROJECT SCHEDULE

The anticipated project schedule is as follows:

July 1, 2011	Project Commencement
June 30, 2014	End of (3) year term
July 1, 2014	Optional two year extension

SECTION II. PROPOSAL CONTENT

A. PROPOSAL FORMAT AND CONTENT

1. Presentation

Proposals shall be typed, double-spaced and submitted on 8 1/2" x 11" size paper, using a single method of fastening. Offers should be typed, and not include any unnecessarily elaborate or promotional material. Lengthy narrative is discouraged and presentations should be brief and concise. Proposals should not exceed fifty (50) pages in length, excluding any appendices.

2. Letter of Transmittal

The Letter of Transmittal shall be addressed to Douglas Reilly, Assistant City Manager and must, at a minimum, contain the following:

- a. Identification of Proposer, including name, address and telephone number.
- b. Proposed working relationship between Proposer and subcontractors, if applicable.
- c. Acknowledgment of receipt of all RFP addenda, if any.
- d. Name, title, address and telephone number of contact person during period of proposal evaluation.
- e. A statement to the effect that the proposal shall remain valid for a period of not less than 120 days from the date of submittal.
- f. Signature of a person authorized to bind Proposer to the terms of the proposal.

3. Technical Proposal

a. Qualifications, Related Experience and References of Proposer

This section of the proposal should establish the ability of Proposer to satisfactorily perform the required work by reasons of: experience in performing work of a similar nature; demonstrated competence in the services to be provided; strength and stability of the firm; staffing capability; work load; record of meeting requirements on similar projects; and supportive client references.

Proposer shall:

- (1) Provide a brief profile of the firm, including the types of services offered; the year founded; form of the organization (corporation, partnership, sole proprietorship); number, size and location of offices; and number of employees.
- (2) Provide a general description of the firm's financial condition and identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede Proposer's ability to complete the project.
- (3) Describe the firm's experience in performing work of a similar nature to that solicited in this RFP, and highlight the participation in such work by the key personnel proposed for assignment to this project.
- (4) Identify subcontractors by company name, address, contact person, telephone number and project function. Describe Proposer's experience working with each subcontractor.
- (5) Provide a minimum of three (3) references and include the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. Proposer may also supply references from other work not cited in this section as related experience.

b. Proposed Staffing and Project Organization

This section of the proposal should establish the method, which will be used by the Proposer to manage the project as well as identify key personnel assigned.

Proposer shall:

- (1) Provide education, experience, and applicable professional credentials of project staff.
- (2) Furnish brief resumes (not more than two [2] pages each) for the proposed Project Manager and other key personnel including the area manager assigned to respond to any and all issues or complaints concerning the service being provided by the Proposer.
- (3) Identify key personnel proposed to perform the work in the specified tasks and include major areas of subcontract work.

- (4) Include a project organization chart, which clearly delineates communication/reporting relationships among the project staff.
- (5) Include a statement that key personnel will be available to the extent proposed for the duration of the project acknowledging that no person designated as "key" to the project shall be removed or replaced without the prior written concurrence of the City.

c. Service Plan

Proposer shall provide a narrative, which addresses the Scope of Work, and shows Proposer understands of City's needs and requirements.

Proposer shall:

- (1) Describe the approach to providing the services specified in the Scope of Work.
- (2) Outline sequentially the activities that would be undertaken in providing the services, specify who would perform them, and furnish a detailed schedule of when they would be accomplished.
- (3) Identify methods that Proposer will use to ensure quality control in the provision of services.

Proposer may also propose procedural or technical enhancements/innovations to the Scope of Work, which do not materially deviate from the objectives or required content of the project.

d. Exceptions/Deviations

State any exceptions to or deviations from the requirements of this RFP, segregating "technical" exceptions from "contractual" exceptions. Where Proposer wishes to propose alternative approaches to meeting the City's technical or contractual requirements, these should be thoroughly explained.

4. Cost and Price Proposal

As part of their cost and price proposal, the Proposer shall submit proposed pricing to provide the services described in Exhibit A, Scope of Work.

The Proposer shall complete the "Price Summary Sheet" form included with this RFP (Exhibit C), and furnish any narrative required to explain the prices quoted in the schedules. As noted earlier in these instructions, firm-fixed-price is the required method of pricing.

5. **Appendices**

Information considered by Proposer to be pertinent to this project and which has not been specifically solicited in any of the aforementioned sections may be placed in a separate appendix section. Proposers are cautioned, however, that this does not constitute an invitation to submit large amounts of extraneous materials. Appendices should be relevant and brief.

SECTION III. EVALUATION AND AWARD

A. EVALUATION CRITERIA

The City will evaluate the offers received based on the following criteria:

1. **Qualifications of the Firm**

Experience in providing services of a closely similar nature; experience working with public agencies; strength and stability of the firm; strength, stability, experience and competence of subcontractors; assessment by client references.

2. **Staffing, Vehicles and Project Organization**

Qualifications of project staff, particularly the Project Manager and other key personnel, including drivers and telephone reservationists; key personnel's level of involvement in performing related work cited in "Qualifications of the Firm" section; quantity, average age and condition of project vehicles; quantity and availability of disabled accessible vehicles; logic of project organization; adequacy of labor commitment; concurrence in the restrictions on changes in key personnel.

3. **Work Plan**

Depth of Proposer's understanding of City's requirements and overall quality of work plan; logic, clarity and specificity of work plan; appropriateness of labor distribution among the tasks; ability to meet the project deadline and service requirements; reasonableness of proposed schedule; utility of suggested technical or procedural innovations.

4. **Cost and Price**

Reasonableness of the prices and competitiveness of these amounts with other offers received; and adequacy of data in support of figures quoted.

5. **Completeness of Response**

Completeness of response in accordance with RFP instructions; exceptions to or deviations from the RFP requirements which the City cannot or will not accommodate; other relevant factors not considered elsewhere.

B. EVALUATION PROCEDURE

An Evaluation Committee comprised of City staff and a member of the Transportation Services Subcommittee of the Community Services Committee, and one or more independent specialists, may evaluate all proposals received in accordance with the above criteria. In applying the major criteria to the proposals evaluators may consider additional sub-criteria beyond those listed. During the evaluation period, the City may interview some or all the proposing firms.

The City has established **May 3, 2011 to conduct interviews**. All Prospective Proposers are asked to keep this date available. No other interview dates will be provided, therefore, if a Proposer is unable to attend the interview on this date, its offer will be eliminated from further discussion. Proposers should be aware, however, that award may be made without interviews or further discussion.

C. AWARD

City staff will recommend a firm to the City Council for consideration and selection of the offer judged by staff to be the most competitive. The City may also negotiate contract terms with the selected Proposer prior to award, and expressly reserves the right to negotiate with several Proposers simultaneously and, thereafter, to award a contract to the Proposer offering the most favorable terms to the City.

The City reserves the right to award provision of service to more than one Proposer as the City may deem to be in its best interest. In addition, negotiations may or may not be conducted with Proposers; therefore, the proposal submitted should contain Proposer's most favorable terms and conditions, since the selection and award may be made without discussion with any Proposer.

Prior to award of contract, the selected firm may be required to submit to a pre-award audit of their financial records to confirm claims of financial stability and ascertain the capacity of the firm's accounting system responsibilities for administering the Agreement.

D. NOTIFICATION OF AWARD AND DEBRIEFING

Proposers who submit a proposal in response to this RFP shall be notified in writing regarding the firm who was awarded the contract. Such notification shall be made within five (5) business days of the date the contract is awarded.

Proposers who were not awarded the contract may obtain a prompt explanation concerning the strengths and weaknesses of their proposal. Unsuccessful Proposers, who wish to be debriefed, must request the debriefing in writing and the City must receive it within five (5) days of notification of the contract award.

List of Proposed Subcontractors

NAME OF FIRM	ADDRESS	WORK TO BE PERFORMED	ESTIMATED DOLLAR PARTICIPATION	PERCENT OF TOTAL CONTRACT VALUE

EXHIBIT B

SCOPE OF SERVICES

1. Service to be performed by CONTRACTOR. Services to be performed by CONTRACTOR under this Agreement shall be as follows:
 - a. Accept telephone requests from residents of Laguna Woods for taxi voucher service and dispatch a vehicle to the pick-up location. The vehicle shall arrive at the pick-up location within 30 minutes from the time the telephone request was received by CONTRACTOR.
 - b. Days and Hours of Operation: CONTRACTOR shall provide reservations and rider services twenty-four (24) hours per day seven (7) days per week including holidays.
 - c. To maximize service efficiency and productivity, CONTRACTOR shall offer the following options for residents to reserve a trip:
 1. Reservation Service: Patrons may reserve a trip up to one (1) week in advance, specifying the time of pick-up and destination for a one-time only trip.
 2. Subscription Service: Patrons may schedule a standing pick-up for the same time daily or weekly. CONTRACTOR shall maintain a list of said appointments at its dispatch facility. In the event of contract termination said list shall be provided to CITY.
 - d. CITY taxi voucher passengers shall pay a set fare per trip, as determined by the CITY and CONTRACTOR. Eligible patrons may use taxi voucher coupons in lieu of money to pay for taxi fare. CONTRACTOR will invoice the CITY at the rate agreed to by the CITY and CONTRACTOR and identified in Exhibit B Compensation Service Rates..
 - e. Complaints: CONTRACTOR will provide CITY with the name of a contact person and phone number to call for reporting customer complaints. Within twenty-four (24) hours of a reported complaint, CONTRACTOR'S assigned customer service representative will contact the client to resolve the problem. Within 48 hours of the reported complaint, CONTRACTOR'S customer service representative will fax or e-mail to the CITY the steps they are taking to address the client's problem.
 - f. CONTRACTOR shall gather ridership data and report such information to the CITY on a monthly basis. The type of data to be collected shall be submitted with the monthly invoice and include the address of the pick-up

point for each trip and the address of the destination including whether the trip was for shopping, medical, John Wayne Airport, Irvine Transit Center, entertainment, or personnel business..

- g. Telephone Line: CONTRACTOR shall provide a toll-free telephone number for use by the City of Laguna Woods taxi voucher passengers.
- h. Vehicles, Maintenance, Appearance/Inspections:
 - 1. Vehicles: it shall be CONTRACTOR'S responsibility to maintain and operate all participating vehicles at its sole cost and expense, and CONTRACTOR shall pay all costs relating to maintenance, insurance, fuel, taxes, fringe benefits, licensing, dispatching, radio equipment, training, supervision, management, service monitoring and vehicular accident reporting. All such liability shall be the sole responsibility of CONTRACTOR. Taxis shall have a taxi meter with a current approval and inspection by the Department of Weights and Measures. CONTRACTOR shall assure that participating vehicles meet all applicable codes and laws.
 - 2. Appearance: All taxi voucher taxi vehicles shall be uniform in appearance and have the CONTRACTOR'S logo and color scheme. For return trips outside of the CITY, any of the CONTRACTOR'S taxi vehicles can be used.

All taxi voucher taxi vehicles shall be cleaned daily prior to each vehicle service day and shall be kept clean throughout the day. Vehicle exteriors shall be washed not less than once per week, and after any rain or other circumstances that compromise the vehicles' clean appearance. Floors shall be free of stains, paper or other debris, gum or other sticky substances. Windows shall be free of dirt, dust, smudges, hands or fingerprints, exterior or interior. Dashboards, wheel wells, rails and ledges shall be kept clean, dirt and grease free. Seating areas shall be kept clean and in good repair with attention paid to cleaning upholstery on a regular basis. Wheelchair lifts shall be kept clean and in good repair.

CITY reserves the right to remove from service any vehicle that does not meet its appearance and cleanliness standards.

- i. Upon receipt of notice from the CITY, CONTRACTOR shall promptly correct any deficiency in CONTRACTOR'S performance of this Agreement.

2. Reporting Requirements:

- a. AT MINIMUM included with each monthly billing to the CITY must be statistics such as monthly ridership and purpose of trip and total trips by purpose.
- b. Submittals: CONTRACTOR shall submit monthly statistical reports with monthly invoicing.
- c. Daily Records: CONTRACTOR shall keep records of pick-up request orders taken. A "trip ticket" for each order shall include the caller's name, telephone number, pick-up and drop-off address, time the call was received and time the call was dispatched.
- d. Monthly Summaries: A monthly summary shall be attached to the CONTRACTOR's billing invoice and shall include the following: Passenger data by fare category or trip type; total vehicle miles per trip and total vehicle minutes per trip and passenger fares collected per trip. Information shall be broken down by day.
- e. Incident Reports: Drivers shall be required to complete "incident reports" after any out of the ordinary occurrence during service. Such reports must be submitted to CITY review within 48-hours and should be submitted after such incidents as disputes with or between passengers, passenger injury or accidents (during boarding or on-vehicle), passenger misconduct.
- f. Vehicle Accidents: CONTRACTOR shall have sole responsibility, at its own expense, for repair of Dial-A-Ride vehicles damaged in a vehicular accident. CITY shall retain the right of accident investigation as it sees fit; and may request drug/alcohol screening of a driver found to be at fault under specific circumstances.
- g. Patron Complaints: CITY and CONTRACTOR shall investigate and document all complaints or citizen concerns as a part of program administration by collecting as much pertinent information regarding the complaint as possible from the complaining party. CITY may require complaint investigation on the part of CONTRACTOR. City reserves the right to exclude any of Contractor's employees or drivers from participating in the program due to findings relating to a complaint or service issue.
- h. Retention/Review of Records: The CONTRACTOR will maintain all records pertaining to the services performed under this Agreement for a period of three years. The Contractor shall make its records pertaining to this Agreement available to the CITY upon request during regular business hours either for inspection or audit.

3. Worker's Compensation. CONTRACTOR certifies that it is aware of the Provision of the labor Code of the State of California which requires every employer to be insured against liability for worker's compensation or to undertake self-insurance in accordance with the provisions of that code, and it certifies that it will comply with such provisions relating to CONTRACTOR'S designated employees before commencing the performance of the work of this agreement.

4. Driver Qualifications. All drivers shall be legally licensed to operate a taxi and hold a current permit issued by OCTAP. Drivers must have a satisfactory Department of Motor Vehicles record. Drivers must receive sensitivity and safety training. Drivers shall assist any passenger having difficulty in boarding. Drivers shall assist passengers in wheelchairs with boarding and tie downs. Drivers are to be alert, clean, careful, courteous and competent in their driver skills. Drivers shall conform to CONTRACTOR'S dress code.

**PRICE SUMMARY SHEET
REQUEST FOR PROPOSALS**

Enter the proposed service rates for services to be performed under the scope of work. The City intends to award a firm-fixed price contract. All trips must either begin or end in Laguna Woods.

Amount

One-way trip within Service Area

\$ _____

One-way trip outside Service Area but within Orange County

SERVICE RATES FOR ONE-WAY TRIPS

NUMBER OF MILES	RATE \$	NUMBER OF MILES	RATE \$
1		26	
2		27	
3		28	
4		29	
5		30	
6		31	
7		32	
8		33	
9		34	
10		35	
11		36	
12		37	
13		38	
14		39	
15		40	
16		41	
17		42	
18		43	
19		44	
20		45	
21		46	
22		47	
23		48	
24		49	
25		50	

Special Destination trips

	Amount
John Wayne Airport – one-way trip	\$ _____
Irvine Transportation Center or Irvine Spectrum Center – one-way trip	\$ _____

Non-Emergency Medical Transportation

The City’s Non-Emergency Medical Transportation (NEMT) program provides services to residents 60 years and older for medical appointment, such as visits to doctors, dentists and vision care specialists, physical therapy and other medical treatments.

SERVICE RATES FOR ONE-WAY TRIPS

NUMBER OF MILES	RATE \$	NUMBER OF MILES	RATE \$
1		26	
2		27	
3		28	
4		29	
5		30	
6		31	
7		32	
8		33	
9		34	
10		35	
11		36	
12		37	
13		38	
14		39	
15		40	
16		41	
17		42	
18		43	
19		44	
20		45	
21		46	
22		47	
23		48	
24		49	
25		50	

1. I acknowledge receipt of RFP _____ and Addenda No. (s) _____

2. This offer shall remain firm for _____ days from the date of proposal.
(Minimum 120)

COMPANY NAME

ADDRESS

TELEPHONE

**SIGNATURE OF PERSON
AUTHORIZED TO BIND
PROPOSER**

**SIGNATURE'S NAME
AND TITLE**

DATE SIGNED
