

**CITY OF LOS ANGELES  
DEPARTMENT OF CULTURAL AFFAIRS**

**REQUEST FOR PROPOSALS**

**FOR**

***WATTS TOWERS  
ARTS CENTER CAMPUS  
VIRTUAL ACCESSIBILITY  
EXPERIENCE***

**Opportunity No. 221573**

**CITY OF LOS ANGELES  
DEPARTMENT OF CULTURAL AFFAIRS**

**REQUEST FOR PROPOSALS**

<b>Date RFP Issued:</b>	<b>August 11, 2025</b>
<b>Title:</b>	<i>Watts Towers Arts Center Campus Virtual Accessibility Experience</i>
<b>Description:</b>	The City of Los Angeles Department of Cultural Affairs (DCA) seeks a creative technologist, creative technology design studio, or cross-disciplinary team to conceptualize, plan, design, and implement a virtual experience for the Watts Towers and the Watts Towers Arts Center Campus.
<b>RFP Website Address:</b>	<a href="https://www.rampla.org/">https://www.rampla.org/</a> Proposers <b>must</b> register on the City of Los Angeles Regional Alliance Marketplace for Procurement (RAMP) to obtain the RFP document and any updates.
<b>Contract Term:</b>	<b><i>One year</i></b>
<b>Pre-proposal Conference Date:</b>	<b><i>August 27, 2025</i></b>
<b>Proposal Due Date and Time:</b>	<b><i>September 19, 2025 at 5PM Pacific Time</i></b>
<b>Proposal Delivery Address:</b>	Proposals should be submitted via email to Sharon Kim at <a href="mailto:Sharon.kim@lacity.org">Sharon.kim@lacity.org</a> with the subject line "Submission for WTVACC Virtual Experience RFP Opportunity # 221573"
<b>DCA RFP Coordinator:</b>	<a href="#">Andy Horwitz</a>

## TABLE OF CONTENTS

1. STATEMENT OF PURPOSE.....	4
2. SCOPE OF WORK.....	6
3. PROPOSAL FORMAT AND SUBMISSION REQUIREMENTS .....	10
5. BASIS OF EVALUATION .....	18
6. GENERAL CONDITIONS .....	21
7. PROPOSER CHECK LIST.....	25

## ATTACHMENTS

Attachment A:	Standard Provisions for City Contracts (Rev 1/25 [v.2])
Attachment B:	Contractor Responsibility Ordinance
Attachment C:	Business Tax Registration Certificate (BTRC)
Attachment D:	Equal Benefits Ordinance / First Source Hiring Ordinance
Attachment E:	Required Insurance and Minimum Limits
Attachment F:	Child Support Obligations Ordinance
Attachment G:	Americans with Disabilities Act
Attachment H:	Slavery Disclosure & Border Wall Contracting Disclosure Ordinances
Attachment I:	Restrictions on Campaign Contributions and Fundraising in City Elections (Forms CEC 50 & CEC 55)
Attachment J:	Declaration of Non-Collusion
Attachment K:	Los Angeles Residence Information

## **1. STATEMENT OF PURPOSE**

### **1.1 Introduction**

The City of Los Angeles Department of Cultural Affairs is seeking a creative technologist, creative technology design studio, or cross-disciplinary team to conceptualize, plan, design and implement a virtual accessibility experience for the Watts Towers and the Watts Towers Arts Center Campus (WTACC).

Successful proposals will both enhance the onsite experience for in-person visitors while providing an engaging experience for remote visitors. Special consideration will be given to proposals that include community engagement and story-gathering in the project design and development process, and integrated into the overall implementation of the virtual experience.

This Request for Proposal (RFP) and the proposal submitted or any part thereof may be incorporated into and made a part of the contract. Proposals accepted by the City in writing constitute a legally binding contract offer. It is requested that proposals be prepared simply and economically, avoiding the use of unnecessary promotional material.

It is the policy of the City to solicit participation by all individuals and businesses including, but not limited to, Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Small Business Enterprises (SBE), Emerging Business Enterprises (EBE), Disabled Veteran Business Enterprises (DVBE), and Other Business Enterprises (OBE) to provide an equal opportunity to participate in the performance of City contracts. Certification in any of these categories must be included in your response. The City reserves the right to set forth its goals and expectations in this regard prior to the award of a contract.

For the purposes of this RFP, the terms Firm, Vendor, Respondent, Contractor, Proposer, and Bidder are used synonymously.

### **1.2 Background Information**

The Watts Towers Arts Center Campus Virtual Accessibility Experience is an initiative to increase awareness of, and access to, the Watts Towers and the Watts Towers Arts Center Campus through technology.

From 1921 to 1955, Italian immigrant Simon Rodia built an extraordinary sculpture in Watts that he called “Nuestro Pueblo” or “Our Town.” After the City of Los Angeles condemned the structure and ordered it to be destroyed in 1956, a group of citizens, artists, and activists formed the Committee for Simon Rodia's Towers

in Watts, negotiating with the City to allow for an engineering test to establish the safety of the structures and avoid their demolition.

This is the beginning of the story of this remarkable work of art known as the Watts Towers and the community that has galvanized around it. Today, the WTACC stewards this legacy of art, activism, and service to the community through an impressive array of programs taking place on the campus and throughout the neighborhood.

Despite being one of Los Angeles' most iconic structures and public art works, the Watts Towers are not as well-known as they ought to be among Angelenos and throughout the world. The Watts Towers Arts Center Campus Virtual Accessibility Experience will increase awareness of, and access to, this iconic historic site and work of public art through technology.

When complete, the Watts Towers Arts Center Campus Virtual Accessibility Experience will serve as a complementary digital experience fully integrated with the renovated campus, making the Watts Towers and the WTACC's exhibits, history, and community stories, accessible to a wider public, regardless of geography or physical limitation, and it will deepen the onsite experience for in-person visitors by providing access to important contextual information.

The main goals of the program are:

- To increase awareness of the Watts Towers and WTACC within Los Angeles and Southern California, nationally and internationally.
- To create digital content that will enrich and enhance the experience of in-person visitors onsite.
- To use that digital content to create a compelling experience of the Watts Towers and WTACC for remote visitors
- To tell the story of the Watts Towers and the WTACC through the inclusion of community voices.
- To create a dynamic digital platform for remote visitors that is analogous to, and an extension of, the in-person Watts Towers Arts Center Campus experience.
- To integrate this technology and digital assets into the current WTACC on-site visitor experience
- To attract in-person visitors to the Watts Towers and WTACC

### **1.3 Proposer Criteria**

Creative technologists or creative technology design studios interested in emerging technology and digital media, historic monuments, community-centered

digital storytelling, and public art are encouraged to apply. Strong proposals will demonstrate:

- Experience creating place-based digital experiences and content for historic monuments or public art
- Experience designing and implementing cross-platform digital experiences for public art or historic monuments including, but not limited to AR/XR/MR, WebVR and QR codes
- Experience working with communities to craft inclusive, multi-vocal narratives around monuments and places in response to, and incorporating, existing community resources.
- Experience working with complex partnerships and multiple stakeholders
- Experience in creating multigenerational and multilingual content
- Strong understanding of available technology, preferably open source, and the ability to translate domain specific terminology into accessible language for multiple stakeholders.
- Identify future-forward technology solutions (preferably Open Source) that are scalable, adaptable and responsive to emerging technologies.

#### **1.4 Mandatory Pre-Proposal Conference**

A mandatory pre-proposal conference will be held virtually on **Wednesday, August 27, 2025** to provide information regarding RFP requirements and answer questions from prospective Proposers regarding this RFP.

Proposers must RSVP to [sharon.kim@lacity.org](mailto:sharon.kim@lacity.org) with the subject line: "Watts Towers Arts Center Campus Virtual Experience Pre-Proposal Conference." The login information for the Virtual meeting will be emailed several days before the conference.

## **2. SCOPE OF WORK**

### **2.1 Project Description**

The Watts Towers Arts Center Campus Virtual Accessibility Experience will be a complementary digital experience, providing access for remote audiences to visit and learn about the Watts Towers and the Watts Towers Arts Center Campus, and enhancing the on-site experience for in-person visitors. The digital experience should integrate the following elements into the overall WTACC experience as seamlessly as possible:

#### **For the General Audience**

##### **3D Digital Twin**

The Watts Towers 3D digital twin is a fully-remote virtual experience for the general public who are visiting from afar. The 3D Digital Twin should include the following considerations:

- Be accessible via the web, integrated into a redesigned WTACC website
- Allow users to explore the Towers in detail
- Prioritize areas of the Watts Towers that are physically inaccessible, such as interior spaces of each tower and their elevated sections
- Include the scientific work and conservation efforts led by the Los Angeles County Museum (LACMA) Conservation Team
- Provide contextual content including:
  - History of Watts Towers and WTACC
  - Community Stories
  - Commentary by WTACC Staff and LACMA Conservation Team (interviews/talking heads)
- Emphasize accurate and realistic rendering of the Towers themselves, while situating the Towers within the wider campus

### **Self-Guided Tour**

The Watts Towers Arts Center Campus self-guided tour will make the content created for the fully-remote virtual experience available to on-site visitors via their phones or tablets via QR codes and/or AR (technology TBD, pending research and review). The Self-Guided Tour should include the same content considerations as the 3D Digital Twin, with additional considerations:

- Include all of WTACC (facilities, public art, and murals):
  - Watts Towers
  - Watts Towers Arts Center (murals, public art)
  - Charles Mingus Youth Arts Center (murals)
  - Garden Studio Gallery (pond, public art)
  - Cultural Trail (public art, gateway monument)
  - WTACC Resource Center
- Include short videos featuring WTACC staff and the Conservation Team to provide context and information about the history and story of the Watts Towers.
- Integrate with physical wayfinding and signage on-site at WTACC

### **WTACC Short Film**

Create a documentary-style film (12-15 minutes) that tells the story of the Watts Towers and the Watts Towers Arts Center Campus, past, present and future. This film will be a permanent feature in the gallery, shown to visitors waiting for tours or exploring exhibitions. It will also be available online at the WTACC website. The short film should include the following considerations:

- A film that is accessible, informative and engaging for adults.
- Include captions for hearing impaired visitors
- Integrate content components of Digital Twin and Self-Guided Tour as appropriate and viable.
- Include the entire campus, not just the Towers

## **WTACC Website**

All components of the Watts Towers Arts Center Campus Virtual Experience should be integrated into, and accessible through, a redesigned WTACC website. Ideally the creative direction of the Virtual Experience will tie together all elements of the WTACC digital footprint and extend to on-site signage, wayfinding and branding. Desired features/functionality for website include:

- A secure, robust and easy to use Content Management System (CMS)
- A dynamic, interactive calendar displaying all current and upcoming programming
- Integrate social media and multimedia content
- Integrated analytics to track engagement across all elements of Virtual Experience

## **For the Youth Audience**

### **Youth Self-Guided Tour**

Create a self-guided tour aimed at school aged students (6-17). The youth self-guided tour should include the same content considerations as the adult self-guided tour but geared towards youth.

### **Youth Scavenger Hunt**

Enhance the existing scavenger hunt with AR to bring campus landmarks (current and in development) to life. to provide a glimpse of what the WTACC will look like in the future. Landmarks should include public art pieces, campus facilities and Rodia's House.

### **Youth WTACC Short Film**

Create a short documentary-style film aimed at students (ages 6-17) that captures Simon Rodia's story and covers the history of the Watts Towers and the Watts Towers Arts Center Campus, past, present and future. This film will be a permanent feature in the gallery, shown to young visitors waiting for tours or exploring exhibitions. It will also be available online at the WTACC website. The short film should include the following considerations:

- This film should be accessible, enjoyable, exciting, and inviting for younger audiences.

- The film should be 12 to 15 minutes in length.
- This film could be inspired by The Watts Towers Episode of Levar Burton's Reading Rainbow

### **Other Considerations**

#### **Accessibility**

The Watts Towers Arts Center Campus Virtual Experience must be accessible to the widest possible audience and in compliance with the City's guidelines, including the following considerations:

- Be accessible via the web, on phones and tablets
- Not app-based
- No goggles or specialized hardware required
- No login or creating a user account/profile required to access experience
- Must be multilingual including English, Spanish, and other relevant languages TBD based on demographic data and research
- Must be ADA-compliant, per city standards, including:
  - Braille on signage
  - Audio narration for visually impaired users
  - Multilingual captions and translated content

#### **Design Considerations and Constraints**

- No physical alterations to the site (e.g., no screens, robots, or new installations).
- No scanning equipment or cranes may be used that could risk damaging the Towers (due to previous incidents).
- The Virtual Experience is to be built with tools and platforms that are widely used with extensive supporting documentation.
- The vendor is to provide training sessions for WTACC Staff
  - These sessions are to cover how to do basic content updates and maintenance on platform(s).
  - The vendor must provide a support plan for updates and troubleshooting either on an ongoing basis or as-needed basis for issues that require technical expertise greater than staff capacity or training.

## **2.2 Project Budget**

The budget for this project is \$200,000 inclusive of all costs including labor, equipment, rentals, materials, permits, general liability insurance, and contingency. Proposal budgets should not exceed available funding. Project funding is through the City of Los Angeles Innovation and Performance Commission.

## **2.3 Project Timeline**

Project must be completed by June 30, 2026.

## **3. PROPOSAL FORMAT AND SUBMISSION REQUIREMENTS**

### **3.1 General Information**

Proposals shall be based only on the material contained in the RFP, pre-proposal conference responses, amendments, addenda, and other material published by the City relating to the RFP. Proposals shall be submitted in accordance with the requirements set forth in this RFP.

### **3.2 Timely Submission of Proposal**

Proposals must be received on or before **September 19, 2025**. Timely submission of proposals is the sole responsibility of the proposers. Proposals received after **September 19, 2025**, will not be accepted.

Proposals should be submitted via email to Sharon Kim at [Sharon.kim@lacity.org](mailto:Sharon.kim@lacity.org) with the subject line "Submission for WTVACC Virtual Experience RFP Opportunity # 221573"

Late proposals will be disqualified from review and will not be scored.

### **3.4 Proposal Contents**

Contents of the Proposal shall include the following information and must be arranged in the order listed below:

#### **3.4.1 Cover Letter**

Each proposal must include a cover letter limited to one page. The cover letter must include the title, address, and telephone number of the person or persons who will be authorized to represent the proposer.

#### **3.4.2 Description of Proposer**

The proposal shall include a brief history and description of the firm, the date the firm was established, the location of its headquarters, the number of employees, and website address.

#### **3.4.3 Experience and Qualifications**

Describe the qualifications and experience of the proposing individual or firm, including previous experience designing and implementing cross-platform place-based digital experiences for historic monuments or public art.

#### **3.4.4 Project Narrative, Proposed Methodology and Work Plan**

Include a work plan describing the approach, methodology, and schedule proposed for accomplishing the Scope of Work. Proposals must include a timeline with milestones and a training component for transfer of duties. The proposal should be sufficient in detail to allow an objective analysis of the Consultant's capabilities and envisioned work plan in comparison with competing bidders.

#### **3.4.5. Key Personnel**

Proposers must provide the name, title, address, email address, telephone number, experience, other qualifications and specific responsibilities of key personnel who may be assigned to provide the services described herein.

#### **3.4.6 References**

Proposers must include five (5) references for the applicable capabilities, qualifications and relevant experience cited in Section 3.4.3. For each reference, please list the name, position/title, organization name, jurisdiction, address, phone number and email address. For each reference, describe the nature of the project(s) and the length of the engagement.

#### **3.4.7 Proposed Fees and Expenses Schedule**

Proposers must provide the hourly rates for the key personnel to be assigned to this Project. Proposers must include an estimate of the hours and cost to complete the Project as well as ongoing costs associated with maintenance and operation of Watts Towers Arts Center Campus Virtual Experience. These may include, but are not limited to, annual software licensing fees and tech support.

If additional non-salary expenses are required to perform the services described herein, provide a list of such anticipated costs or types of costs. DCA will not provide reimbursement for transportation or lodging expenses to firms unless DCA specifically requests that staff outside the area be in Los Angeles to perform duties in accordance with the services being provided.

#### **3.4.8 Most Recent Audited Financial Statement**

Proposers must provide the most recent annual audited financial statement for their firm. In addition, proposers must explain their firm's financial history for the past five years. If an audited financial statement is not available, the proposer may provide other financial documents in lieu, such as, copies of bank statements, letters of credit, etc., that demonstrate sufficient financial capacity and stability. Should the City require additional evidence of financial stability, the proposer will

be expected to provide such acceptable evidence in order for their proposal to be considered responsive to this RFP.

### **3.5 Withdrawal by Proposer**

A proposer may withdraw its proposal provided that the request is in writing, signed by an authorized representative, and is received by DCA prior to the proposal deadline date. After proposals have been opened, the proposals shall be subject to acceptance by the City for a period of ninety (90) days. Except as previously stated, no proposer may withdraw its proposal, except with the written consent of DCA, at the sole discretion of DCA. Proposers will not be released due to errors in their proposals.

## **4. Mandatory City Contract Requirements and Compliance Documents**

The City of Los Angeles has certain policies and requirements that may affect the contract awarded from this RFP. Therefore, all prospective proposers are advised of the following:

### **4.1 Standard Provisions for City Contracts (Attachment A)**

All contracts entered into as a result of this RFP are subject to the Standard Provisions for City Contracts. See Attachment A herein.

### **4.2 Contractor Responsibility Ordinance (Attachment B)**

The contract will only be awarded to a responsive, responsible consultant. All businesses or individuals seeking to contract with the City of Los Angeles are required to demonstrate that they possess the quality, fitness, and capacity to perform the work set forth in the contract under the terms of the criteria listed in the Los Angeles "Contractor Responsibility Ordinance" (Article 14, Chapter 1, Section 10 of the Los Angeles Administrative Code). Respondents are required to complete all sections of the "Contractor Responsibility Ordinance Questionnaire". See Attachment B herein.

Submit the Questionnaire with the Proposal. Failure to return the completed document may result in the respondent being deemed non-responsive. When the contract is awarded, the consultant and its subcontractors will be required to sign a "Pledge of Compliance with the Contractor Responsibility Ordinance". Questions on the Contractor Responsibility Ordinance should refer to the Bureau of Contract Administration's website at <http://bca.lacity.org> or contact the Bureau of Contract Administration, Special Research & Investigation Section at (213) 847-2445.

### **4.3 Business Tax Registration Certificate (BTRC) (Attachment C)**

The City of Los Angeles requires that all firms doing business within the City of Los Angeles pay City business taxes. Each firm or individual paying the business tax receives a BTRC number.

The proposer must represent that they have, or will obtain upon award, a BTRC required per the Los Angeles City's Business Tax Ordinance (Article 1, Chapter 2, Section 21.00 and following, of the Los Angeles Municipal Code). The consultant shall maintain, or obtain as necessary, all such certificates required of it under the Ordinance for the duration of the contract and shall not allow any such certificate to lapse or be revoked or suspended. To find out more about the BTRC, please refer to Attachment C herein, visit the Office of Finance website at [finance.lacity.org](http://finance.lacity.org), or contact the Office of Finance, Tax and Permit Division, Main Office at (213) 473-5901.

#### **4.4 Nondiscrimination, Equal Employment Practices and Affirmative Action Program**

Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.8.2., Non-discrimination Clause.

All contracts (both construction and non-construction) for which the consideration is \$1,000 or more shall comply with the provisions of Los Angeles Administrative Code Sections 10.8.3., Equal Employment Practices Provisions. By affixing its signature on a contract that is subject to the Equal Employment Practices Provisions, the Consultant shall agree to adhere to the provisions in the Equal Employment Practices Provisions for the duration of the contract.

All contracts (both construction and non-construction) for which the consideration is \$25,000 or more shall comply with the provisions of Los Angeles Administrative Code Sections 10.8.4., Affirmative Action Program Provisions. By affixing its signature on a contract that is subject to the Affirmative Action Program Provisions, the Consultant shall agree to adhere to the provisions in the Affirmative Action Program Provisions for the duration of the contract.

Furthermore, contractors(s) shall include similar provisions in all subcontracts awarded for work to be performed under the contract with the City and shall impose the same obligations. The contract with the subcontractor(s) that contends similar language shall be made available to the Office of Contract Compliance upon request.

Proposers seeking additional information regarding the requirements of the City's Non-Discrimination Clause, Equal Employment Practices and Affirmative Action

Program may visit the Bureau of Contract Administration's web site at <http://bca.lacity.org>.

#### **4.5 Equal Benefits Ordinance (EBO) / First Source Hiring Ordinance (FSHO) (Attachment D)**

If a contract is subject to the Equal Benefits Ordinance (EBO) and/or the First Source Hiring Ordinance (FSHO), proposers are required to complete a streamlined EBO/FSHO Compliance Affidavit web application form that is located on the City of Los Angeles' Business Assistance Virtual Network (RAMP) at [rampla.org](http://rampla.org). Proposers are responsible for creating a RAMP profile and completing and submitting the affidavit. See below for additional details about the EBO and the FSHO.

##### Equal Benefits Ordinance (EBO):

Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.8.2.1, Equal Benefits Ordinance (EBO).

All proposers shall complete and submit the Equal Benefits Ordinance Compliance Affidavit available on the RAMP at <https://www.rampla.org/s/>, prior to award of a City contract that exceeds \$25,000. The affidavit shall be valid for a period of three years from the date it is first uploaded onto the City's RAMP platform. Proposers do not need to submit supporting documentation with their proposals. However, the City may request supporting documentation to verify that the benefits are provided equally as specified on the EBO Affidavit.

Proposers seeking additional information regarding the requirements of the Equal Benefits Ordinance may visit the Bureau of Contract Administration's web site at <http://bca.lacity.org>.

#### **4.6 First Source Hiring Ordinance (FSHO):**

Unless approved for an exemption, contractors under contracts primarily for the furnishing of services to or for the City, the value of which exceeds \$25,000 with a term of at least three (3) months, and certain recipients of City Loans or Grants, shall comply with the provisions of Los Angeles Administrative Code Sections 10.44 et seq., First Source Hiring Ordinance (FSHO).

All proposers shall complete and electronically sign the FSHO Compliance Affidavit available on RAMP at <https://www.rampla.org/s/> prior to award of a City contract. The affidavit shall be valid for a period of three years from the date it is first uploaded on the City's RAMP.

Proposers seeking additional information regarding the requirements of the First Source Hiring Ordinance may visit the Bureau of Contract Administration's web site at <http://bca.lacity.org>.

#### **4.7 Required Insurance and Minimum Limits (Attachment E)**

The selected proposer will be required to maintain insurance levels as indicated in Attachment E. All proposers, as part of their proposal, are required to provide notarized declaration from their insurance carrier(s) that their firm is able to obtain insurance coverage in the limits stated in Attachment E. Prior to execution of the contract, the selected proposer will need to provide proof of insurance.

Additional information on insurance requirements and submittal instructions is included in Attachment E herein.

#### **4.8 Child Support Obligations Ordinance (Attachment F)**

On February 13, 1991, the Child Support Obligations Ordinance became effective. The ordinance requires all current and future contractors and subcontractors performing work for the City to comply with all State and Federal reporting requirements relative to legally mandated child support obligations. All future contracts will contain language obligating the contractors and subcontractors to fulfill those requirements. In addition, the consultant must complete the Certification of Compliance with Child Support Obligations form in Attachment F herein and submit with their Proposal.

#### **4.9 Living Wage Ordinance (LWO) and Worker Retention Ordinance (WRO)**

Unless approved for an exemption, contractors under contracts primarily for the furnishing of services to or for the City and that involve an expenditure in excess of \$25,000 and a contract term of at least three (3) months, lessees and licensees of City property, and certain recipients of City financial assistance, shall comply with the provisions of Los Angeles Administrative Code Sections 10.37 et seq., Living Wage Ordinance (LWO) and 10.36 et seq., Worker Retention Ordinance (WRO).

#### **4.10 Americans with Disabilities Act (Attachment G)**

As covered under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability. Contractors performing work for the City are required to be in compliance with the Americans with Disabilities Act (42 U.S.C. Section 12101 et seq.), and must submit a Certification Regarding Compliance with the Americans with Disabilities Act with their SOQ. See Attachment G herein.

Access and Accommodations. If an individual with a disability requires accommodations to attend a pre-proposal conference or proposal opening, please contact the Contract Administrator at least five (5) working days prior to the scheduled event.

#### **4.11 Contractor Evaluation Ordinance**

The Contractor Performance Evaluation Ordinance (Los Angeles City Ordinance No. 173018) and the Rules for the Evaluation of Service Contractors require departments to conduct performance evaluations for all service contracts over \$25,000 and at least three months in duration. Within 14 days of the completion of a contract, the department contract administrators will complete and submit evaluation forms to the Bureau of Contract Administration, Special Research & Investigation Section. As required by Section 10.39.2 of the Los Angeles Administrative Code (Article 13, Chapter 1, Division 10), evaluations will be based upon several criteria, including the quality of work product or services performed; timeliness of performance; compliance with budget; and expertise of personnel assigned to the contract. The Special Research & Investigation Section will then transmit a copy to the consultant who will be given 14 calendar days to respond. The final evaluations, and any response from the consultant, will be available to departments to be used as a reference check after departments have selected a consultant through an evaluation process.

#### **4.12 Slavery Disclosure and Border Wall Contracting Disclosure Ordinances (Attachment H)**

Slavery Disclosure Ordinance:

Unless otherwise exempt, in accordance with the provisions of the Slavery Disclosure Ordinance any contract awarded pursuant to this RFP will be subject to the Slavery Disclosure Ordinance, Section 10.41 of the Los Angeles Administrative Code.

All proposers shall complete and electronically sign the Slavery Disclosure Ordinance Affidavit available on the RAMP at [rampla.org](http://rampla.org) prior to award of a City contract.

Proposers seeking additional information regarding the requirements of the Slavery Disclosure Ordinance may visit the BCA's web site at <http://bca.lacity.org>.

Disclosure of Border Wall Contracting Ordinance:

Any contract awarded pursuant to this RFP is subject to the disclosure requirements of the Disclosure of Border Wall Contracting Ordinance (DBWCO),

LAAC Section 10.50 et seq. As part of their proposal, etc. to the City, proposers shall complete and upload a DBWCO Affidavit to the RAMP at [rampla.org](http://rampla.org).

Proposers seeking additional information regarding the requirements of the DBWCO may visit the Bureau of Contract Administration's web site at <http://bca.lacity.org>.

#### **4.13 Restrictions on Campaign Contributions and Fundraising in City Elections (Attachment I)**

Any bidder for a contract, as those terms are defined under the Contractor Responsibility Program provided for in Los Angeles Administrative Code Section 10.40.1, shall submit with its bid a certification, CEC Form 50, proscribed by the City Ethics Commission, that the bidder acknowledges and agrees to comply with the disclosure requirements and prohibitions established in the Los Angeles Municipal Lobbying Ordinance if the bidder qualifies as a lobbying entity under the Ordinance. The exemptions contained in Los Angeles Administrative Code Section 10.40.4 shall not apply to this subsection. Each City department shall include a copy of the Municipal Lobbying Ordinance in each invitation for bids, request for proposals, request for qualifications or other solicitation related to entering into a contract with the City. See Attachment I herein.

Persons who submit a response to this solicitation are subject to Charter Section 470(c)(12) and related ordinances. As a result, bidders may not make campaign contributions to and or engage in fundraising for certain elected City officials or candidates for elected City office from the time they submit the response until either the contract is approved or, for successful bidders, 12 months after the contract is signed. The bidder's principals and subcontractors performing \$100,000 or more in work on the contract, as well as the principals of those subcontractors, are also subject to the same limitations on campaign contributions and fundraising.

Bidders must submit CEC Form 55 (provided in Attachment I herein) to the awarding authority at the same time the response is submitted. The form requires bidders to identify their principals, their subcontractors performing \$100,000 or more in work on the contract, and the principals of those subcontractors. Bidders must also notify their principals and subcontractors in writing of the restrictions and include the notice in contracts with subcontractors. Responses submitted without a completed CEC Form 55 shall be deemed nonresponsive. Bidders who fail to comply with City law may be subject to penalties, termination of contract, and debarment. Additional information regarding these restrictions and requirements may be obtained from the City Ethics Commission at (213) 978-1960 or [ethics.lacity.org](http://ethics.lacity.org).

#### **4.14 Declaration of Non-Collusion (Attachment J)**

All proposers will be required to complete and return the Non-Collusion Affidavit in Attachment J herein and submit with their Proposal.

#### **4.15 Los Angeles Residence Information (Attachment K)**

The City Council, in consideration of the importance of preserving and enhancing the economic base and well-being of the City, encourages businesses to locate or remain within the City of Los Angeles. This is important because of the jobs businesses generate and for the business taxes they remit. The City Council, on January 7, 1992, adopted a motion that requires proposers to state the headquarter address as well as the percentage of their workforce residing in the City of Los Angeles. All proposers are required to complete the Los Angeles Residence Information form in Attachment K herein and submit with their Proposal.

#### **4.16 Contractors' Use of Criminal History for Consideration of Employment Applications Ordinance**

Any contract awarded pursuant to this RFP will be subject to the Contractors' Use of Criminal History for Consideration of Employment Applications Ordinance, Section 10.48 of the Los Angeles Administrative Code. The Ordinance provides, among other things, that contractors/subcontractors with at least 10 employees are: prohibited from seeking a job applicant's criminal history information until after a job offer is made; must post Contractors' Use of Criminal History for Consideration of Employment Applications Ordinance information in conspicuous places at worksites; and cannot withdraw a job offer based on an applicant's criminal history unless a link has effectively been made between the applicant's criminal history and the duties of the job position.

Proposers seeking additional information regarding the requirements of the Contractors' Use of Criminal History for Consideration of Employment Applications Ordinance may visit the Bureau of Contract Administration's web site at <http://bca.lacity.org>.

### **5. BASIS OF EVALUATION**

DCA reserves the sole right to judge the contents of all proposals. Proposals, which at the discretion of DCA are incomplete and/or do not follow content and format guidelines, may be disqualified without further consideration. Proposers bear the responsibility to ensure that their proposals include adequate and appropriate information and documentation to evaluate the responses relative to their capabilities, methodology, strength of individuals performing project tasks, and any other supporting documentation. Lack of adequate information and documentation may result in the proposal failing the evaluation criteria and being disqualified.

## **5.1 Consultant's Qualifications**

Proposers will be evaluated based on overall qualifications and demonstrated experience. The review criteria will include proposal quality and responsiveness to the criteria identified in this RFP; experience and capabilities of assigned staff; proposer experience and resources; and compliance with City policies. Hourly rates and the estimated schedule will be evaluated for reasonableness.

Creative technologists or creative technology design studios interested in emerging technology and digital media, historic monuments, community-centered digital storytelling, and public art are encouraged to apply. Strong proposals will demonstrate:

- Experience creating place-based digital experiences and content for historic monuments or public art
- Experience designing and implementing cross-platform digital experiences for public art or historic monuments including, but not limited to AR/XR/MR, WebVR and QR codes
- Experience working with communities to craft inclusive, multi-vocal narratives around monuments and places in response to, and incorporating, existing community resources.
- Experience working with complex partnerships and multiple stakeholders
- Experience in creating multigenerational and multilingual content
- Strong understanding of available technology, preferably open source, and the ability to translate domain specific terminology into accessible language for multiple stakeholders.
- Identify future-forward technology solutions (preferably Open Source) that are scalable, adaptable and responsive to emerging technologies.

## **5.2 Proposal Responsiveness Criteria**

To be considered responsive to this solicitation, proposers must submit completed responses to all items requested, including the City's contract requirements and compliance documents listed in Section 4 of this RFP. Failure to include satisfactory responses to these items may result in the rejection of such proposals as non-responsive. Proposals deemed non-responsive will be disqualified and will not be evaluated.

## **5.3 Evaluation Process**

A panel of City staff and subject matter experts will evaluate the proposals as described in this RFP. The review panel may request additional information to clarify a submitted proposal. DCA also reserves the right to waive any informality in a proposal when to do so would be to the advantage of the City and its taxpayers.

To further assess the strengths and capabilities of qualified proposer(s), DCA may choose to conduct interviews. At its discretion, DCA may interview all qualified proposer(s) or only the top ranked qualified proposers, as deemed appropriate. Such interviews may be reviewed and included as part of the proposal evaluation process.

**5.4 Evaluation Criteria**

**5.4.1** All proposals will be initially reviewed to determine if they are responsive to all of the City’s guidelines and requirements. Those proposals deemed non-responsive shall be eliminated from consideration. Those proposals deemed responsive shall be evaluated by a committee as described above.

**5.4.2** Finalist Presentations—the committee shall invite selected Proposers receiving the highest scores to present their qualifications in a virtual format. The presentation shall address 1) knowledge and understanding of the project (up to 10 points); and 2) Proposer’s qualifications and methodology (up to 40 points) (total of 50 points). Points from the presentation shall be combined and averaged with the points assigned for the written proposal.

**5.4.3** The City at its option may reject any and all proposals submitted in response to this RFP, or waive any administrative irregularities or informalities in a proposal when doing so would be to the advantage of the City.

**5.5 Evaluation Factors**

Proposals will be evaluated on each of the topic areas listed in Section 2. Evaluation will be based on the following factors and points available for each factor:

<b>CRITERIA</b>	<b>WEIGHT</b>
General Vendor Qualifications (includes reputation and project-related experience)	<b>25</b>
Proposal’s consideration of program scope and feasibility of work plan	<b>25</b>
Experience managing partnerships and working with communities	<b>25</b>
Cost Reasonableness	<b>25</b>
Total Maximum Score	<b>100</b>

## **6. GENERAL CONDITIONS**

### **6.1 Acceptance and Disposition of Proposals**

The City of Los Angeles reserves the right to reject all proposals. Failure of the proposer to submit the above-required documents with their proposal may render the proposal non-responsive and result in its rejection.

It is the intent of DCA to award a contract or contracts in a form approved by the City Attorney to the proposers. The RFP and the Contractor's proposal, or any part thereof, may be incorporated into and made part of the contract. DCA reserves the right to further negotiate the terms and conditions of the contract. DCA reserves the right to withdraw this RFP, to reject any proposal for non-compliance with RFP provisions, or not to award a contract at any time due to unforeseen circumstances or if it is determined to be in the best interest of DCA.

### **6.2 Public Records Act**

All proposals submitted in response to this RFP shall become the property of the City of Los Angeles and will be a matter of public record, subject to the State of California Public Records Act (California Code Sections 6250 et seq.). Proposers must identify in writing all copyrighted material, trade secrets, or other proprietary information that the proposers' claim are exempt from disclosure under the California Public Records Act (CPRA). Any proposer claiming such exemption must identify the specific provision of the CPRA that provides an exemption from disclosure for each item that the proposer claims is not subject to disclosure under the CPRA. Please note that the wholesale use of headers/footers bearing designations such as "confidential," "proprietary," or "trade secret" on all or nearly all of a proposal is not acceptable, and may be deemed by the City as a waiver of any exemption claim. The identification of exempt information must be more specific.

In addition to the requested proposal copies specified in Section D.1, all proposers must supply one unbound, complete duplicate copy of its proposal with those specific items claimed as exempt clearly marked (redacted). This copy must identify what specific information (if any) in their proposal that they claim, in good faith, is exempt from disclosure under the CPRA.

Any proposer claiming such exemption must also state in the proposal the following: "The proposer agrees to indemnify the City and its officers, employees, and agents and hold them harmless from any claim or liability and will defend any action brought against the City for its refusal to disclose copyrighted material, trade secrets, or other proprietary information to any person making a request therefor."

### **6.3 RFP Revisions**

Any revision, amendment and addendum made to this RFP will be posted on [rampla.org](http://rampla.org).

#### **6.4 Transfers, Joint Ventures and Use of Subcontractors**

Proposer shall not, without the written consent of DCA, assign, hypothecate, or mortgage any terms in a contract with the City or sublease or license any portion of the work. Any attempted assignment, hypothecation, mortgage, sublease, or license without the consent of DCA shall render a contract null and void. Each and all conditions herein contained to be performed by proposer shall be binding on any consented transferee thereof.

#### **6.5 Information Requested and Not Furnished**

The information requested and the manner of submission are essential to permit prompt evaluation of all proposals. Accordingly, DCA reserves the right to declare as non-responsive and reject any proposals in which information is requested and is not furnished or when a direct or complete answer is not provided.

#### **6.6 Alternatives**

Proposers shall not change any wording in the RFP or associated documents. Any explanation or alternatives offered shall be submitted in a letter attached to the front of the proposal's documents. Alternatives that do not substantially meet DCA's requirements cannot be considered. Proposals offered subject to conditions and/or limitations may be rejected as non-responsive.

#### **6.7 Proposal Errors**

The proposer is liable for all errors or omissions incurred by the proposer in preparing the proposal. Proposers will not be allowed to alter proposal documents after the due date for submission.

DCA reserves the right to make corrections or amendments due to errors identified in the proposal by DCA or the proposer. This type of correction or amendment will only be allowed for errors and typing or transposition. Any changes shall be authorized and made by DCA's RFP Coordinator specified in Section E.10.

#### **6.8 Interpretation and Clarifications**

DCA will consider prospective recommendations or suggestions regarding any requirements before the mandatory pre-proposal conference. All recommendations or suggestions must be in writing and submitted by email to DCA's RFP Coordinator specified in Section E.10. DCA reserves the right to modify requirements on any RFP if it is in the best interest of DCA. Any modifications to this RFP will be posted on RAMP as an Addendum to the RFP.

## **6.9 Cost of RFP**

DCA is not responsible for any costs incurred by the proposer while submitting proposals.

## **6.10 Appeals Process**

DCA will notify all proposers of the recommendations of the evaluation panel. Any protest to a proposal award(s) must be submitted in writing to the Contract Administrator at the address shown below by certified mail or personal delivery within seven (7) calendar days of the mailing date of the notice of the contract award recommendation. Proposers may appeal procedural issues only.

The procedure and time limits set forth in this section are mandatory and are the proposers' sole and exclusive remedy in the event of a protest. Failure by a party originating a protest to comply with these procedures shall constitute a waiver of any right to further pursue the protest, including filing a Government Code claim or legal proceedings. At a minimum, any written protest document must include the following:

- Name, address, and telephone number of the protesting party.
- Name and number of this RFP.
- Detailed statement of the legal and factual grounds of the protest, including copies of all relevant documents. The statement must also refer to the specific portion of the documents that form the basis of the protest.
- Request for a ruling from DCA.
- Statement as to the form of relief requested.

Protest and attached documentation must be sent to the following address:

Daniel Tarica, General Manager  
Department of Cultural Affairs  
201 N. Figueroa St., Suite 1400  
Los Angeles, CA 90012

DCA may hold a hearing within five (5) working days after receiving the protest, unless waived by the proposer. The General Manager shall make a final determination with respect to the protest and shall award or reject the contract accordingly. This decision shall be final.

## **6.11 Questions Regarding the RFP**

Specific questions regarding this RFP should be submitted in writing via email to Andy Horwitz, at [andy.horwitz@lacity.org](mailto:andy.horwitz@lacity.org)

Please identify the RFP title on the subject line of your message. All questions should identify the RFP section and page number. Additional questions may be accepted and addressed at the conference. However, responses may be deferred and posted online as addenda to the RFP at a later date.

The City will make every effort to respond to all written questions as soon as practical. Responses to questions, or any other changes to or interpretation of the RFP, will be posted on [www.rampla.org](http://www.rampla.org). Any such changes or interpretations shall become a part of said RFP and may be incorporated into any Contract awarded pursuant thereto.

The final deadline for written questions following the Pre-Proposal Conference is: **September 3, 2025.**

Any oral communication between a proposer and a City employee is not binding on DCA or the City of Los Angeles.

## 7 PROPOSER CHECK LIST

The proposal package should contain the following items. Additional forms may be required, as described in the Appendices, if the proposer is applying for any exemptions or waivers or utilizes subcontractors as described in the Appendices.

<b>SECTION</b>	<b>PROPOSAL CONTENTS</b>
3.4.1	Cover Letter
3.4.2	Description of Proposer
3.4.3	Experience and Qualifications
3.4.4	Project Narrative, Proposed Methodology and Work Plan
3.4.5	Key Personnel
3.4.6	References
3.4.7	Proposed Fees and Expenses Schedule
3.4.8	Most Recent Audited Financial Statements
4.2	Contractor Responsibility Ordinance Questionnaire & Pledge of Compliance
4.5	Equal Benefits Ordinance (EBO) & First Source Hiring Ordinance (FSHO)**
4.8	Child Support Assignment Ordinance
4.10	Americans with Disabilities
4.12	Slavery Disclosure Ordinance & Disclosure of Border Wall Contracting Ordinance**
4.13	Bidder Certification CEC Form 50 & 55
4.14	Declaration of Non-Collusion
4.15	Los Angeles Residence Information

\*\* Form must be completed on the City's RAMP platform