

**LOS ANGELES PUBLIC LIBRARY  
BOARD REPORT**

September 26, 2024

TO: Board of Library Commissioners

FROM: John F. Szabo, City Librarian

SUBJECT: **AWARD OF 29 CONTRACTS TO PROVIDE MARKETING AND PUBLIC  
RELATIONS CONSULTING SERVICES**

**A. RECOMMENDATIONS:**

THAT the Board of Library Commissioners (Board):

1. Award contracts, substantially in the form on file in the Board Office, to 29 contractors listed in Attachment A of this report to provide Marketing and Public Relations Consulting Services.
2. Authorize the Board President and the Board Secretary to execute the 29 contracts upon completion of all required approvals.
3. Adopt the attached Resolution regarding the award and execution of the 29 contracts between the Library and the 29 contractors to provide Marketing and Public Relations Consulting Services.
4. Authorize the City Librarian and the City Attorney to make technical and clerical corrections, if needed, to the contracts.

**B. BACKGROUND:**

1. The Library requires the services of experienced individuals and agencies to provide marketing and public relations services on an as-needed and as-requested basis, which include: marketing plans; strategic planning and organizational strategies; market research and analysis; message development; communication plans; campaign awareness; coalition building; strategic counsel; branding; media relations; and, advertising and media buying.
2. On May 9, 2024, the Board approved the release of a Request for Qualifications (RFQ) to establish a pre-qualified list of contractors to provide marketing and public relations consulting services. The RFQ was released on May 13, 2024. A pre-proposal conference was held on June 5, 2024.
3. On July 8, 2024, the Library received 39 proposals. Library staff reviewed the proposals and found 29 proposals to be responsive to the RFQ requirements and fit the needs of the Library (Attachment A).

4. The term of the proposed contracts will be for three years. No minimum amount of work or compensation is guaranteed and all work will be performed on an as-needed and as-requested basis.
5. Staff will ensure that the required compliance documents are completed and submitted prior to the execution of the contracts. The contracts have been reviewed by the City Attorney and are ready to be transmitted for processing.

Attachments

Project Manager: Lauren Skinner, Public Information Director

Prepared by: Claudia Aguilar, Assistant Business Manager

Reviewed by: Madeleine M. Rackley, Business Manager  
Susan Broman, Assistant City Librarian

RESOLUTION

September 26, 2024

**LIBRARY RESOLUTION NO. 2024-\_\_ (C-\_\_)**

**WHEREAS**, the Library requires the services of experienced individuals and agencies to provide marketing and public relations services on an as-needed and as-requested basis, which include: marketing plans; strategic planning and organizational strategies; market research and analysis; message development; communication plans; campaign awareness; coalition building; strategic counsel; branding; media relations; and, advertising and media buying;

**WHEREAS**, on May 9, 2024, the Board approved the release of a Request for Qualifications (RFQ) to establish a pre-qualified list of contractors to provide marketing and public relations consulting services. The RFQ was released on May 13, 2024 and a pre-proposal conference was held on June 5, 2024;

**WHEREAS**, on July 8, 2024, the Library received 39 proposals. Library staff reviewed the proposals and found 29 proposals to be responsive to the RFQ requirements and fit the needs of the Library;

**WHEREAS**, on September 26, 2024, the Board approved the award of 29 contracts to provide Marketing and Public Relations Consulting Services to the Library on an as-needed and as-requested basis.

**WHEREAS**, staff will ensure that the required compliance documents are completed and submitted prior to the execution of the contracts. The contracts have been reviewed by the City Attorney and are ready to be transmitted for processing.

**THEREFORE, BE IT RESOLVED**, that the Board adopts the recommendations and findings of the City Librarian's Board Report and authorizes the award and execution of the 29 contracts listed on Attachment A of the report to provide Marketing and Public Relations Consulting Services to the Library on an as-needed and as requested basis; and

**FURTHER RESOLVED**, that the Board hereby authorizes the City Librarian and the City Attorney to make technical and clerical corrections, if needed, to the contracts.

This is a true copy:

Revised

LOS ANGELES PUBLIC LIBRARY  
ATTACHMENT A  
PUBLIC RELATIONS AND MARKETING SERVICES

PROPOSER SKILLS & SERVICES																											
PROPOSER	1. PLANNING				2. CREATIVE				3. RESEARCH				4. PUBLIC RELATIONS				5. MEDIA RELATIONS										
	A. Communications	B. Marketing	C. Crisis Communications	D. Strategic Communications	A. Branding	B. Graphic Design	C. Collateral	D. Premiums	E. Digital	F. Ads	G. Video	H. Photography	A. Market Analysis	B. Audience Analysis	C. Landscape & Scenic Competitiveness Analysis	D. Surveys	E. Focus Groups	F. Reports & Presentations	A. Special Events	B. Strategic Counsel	C. Coalitions	D. Training	E. Direct Marketing	A. Media Outlets	B. Internal Channels	C. Media Buying	D. Social Media
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**CONTRACT BETWEEN  
THE LOS ANGELES PUBLIC LIBRARY  
AND  
NAME OF ORGANIZATION  
FOR  
NAME OF PROJECT**

**This Contract** is entered into by and between the City of Los Angeles, a municipal corporation (City), acting by and through its Board of Library Commissioners (Board), and *NAME OF ORGANIZATION* (Contractor). The City and the Contractor may be referred to herein individually as a "Party" or collectively as the "Parties".

**WHEREAS**, the Los Angeles Public Library, also known as the Library Department (Library), requires the services of experienced individuals and agencies to provide marketing and public relations services on an as-needed and as-requested basis;

**WHEREAS**, on May 9, 2024, the Board approved the release of a Request for Qualifications for Marketing and Public Relations Consulting Services (RFQ) to enter into new contracts with qualified and experienced entities (Library Resolution No. 2024-14);

**WHEREAS**, on May 13, 2024, the RFQ was released and a Mandatory Pre-Proposal Conference was held on June 5, 2024. On July 8, 2024, the Library received 39 proposals;

**WHEREAS**, the Library staff reviewed the proposals and found 29 to be responsive to the RFQ submittal requirements and met the needs of the Library; and

**WHEREAS**, on September 26, 2024, the Board approved the award of a Contract with the Contractor to provide marketing and public relations consulting services (Library Resolution No. 2024-XX).

**NOW, THEREFORE**, in consideration of the promises, and of the mutual covenants and agreements herein contained, the Parties agree as follows:

**I.0 DOCUMENTS**

This Contract shall be composed of the following documents:

I.1 The Contract.

I.2 Standard Provisions for City Contracts (Rev. 6/24 [v.1]) (Exhibit A).

**I.3 Project Bid Selection Documents**

- a. Notice of Available Work (Exhibit B)
- b. Notice to Proceed (Exhibit C)
- c. Supplemental Notice to Proceed (Exhibit D)

**2.0 ORDER OF PRECEDENCE**

This Contract contains the full and complete Contract between the Parties. No verbal agreement or conversation with any officer or employee of either Party shall affect or modify any of the terms and conditions of this Contract. Resolution of any conflicting provisions in the documents constituting this Contract shall be resolved by considering the documents according to the following order of precedence:

**2.1 The Contract.**

**2.2 Standard Provisions for City Contracts (Rev. 6/24 [v.1]) (Exhibit A).**

**2.3 Project Bid Selection Documents**

- a. Notice of Available Work (Exhibit B)
- b. Notice to Proceed (Exhibit C)
- c. Supplemental Notice to Proceed (Exhibit D)

**3.0 INDEMNIFICATION AND INSURANCE REQUIREMENTS**

The insurance and indemnification provisions shall be as required by the Standard Provisions for City Contracts (Rev. 6/24 [v.1]) (Exhibit A).

**4.0 TERM OF CONTRACT**

The term of this Contract shall be for three years and shall be subject to earlier termination by the Library. The term of this Contract shall begin upon the date of execution.

**5.0 SCOPE OF WORK**

The Contractor shall provide materials and services on an as-needed and as-requested basis as follows:

**5.1 Planning**

- a. **Communications:** Identify key experiences, insights and knowledge of patrons and staff to develop the most compelling real-life narratives and stories that capture the Library experience as well as key messages and positioning for content describing the benefits and value propositions of the Library. Content strategy should align with the Library's goals and objectives, determining target audiences, main points of information that resonate, and effective channels of communication. The plans should aim to assess existing communication channels, enhance those efforts with target

audiences, identify gaps and improve strategies to inform and engage stakeholders for:

- i. External Communications
  - ii. Internal Communications
- b. **Marketing:** Create and implement campaigns that identify target audiences, communicate the benefit and value propositions of specific Library programs, resources, services and initiatives and track the metrics and effectiveness of the effort to engage with the City's diverse residents, business owners and visitors. Advertising and promotional campaigns can be implemented across digital platforms and/or traditional communications methods for:
- i. Public Awareness and Education
  - ii. Multi-Language Outreach with Culturally Competent Content
- c. **Crisis Communications:** Develop a set of guidelines and protocols to prepare the Library for immediate communications response to an emergency situation or unexpected event including crisis communications team duties, workflow with crisis operations and joint information centers, media policies and information dissemination procedures for media, and online and strategic counseling.
- d. **Strategic:** Define the vision and mission of the Library with stakeholders and conduct a comprehensive assessment of the library system to set a five-year organizational direction with strategies that articulate purpose, values, strategic goals and objectives in anticipation of future industry trends. The planning process must be inclusive and shared with stakeholders of the organization. This may include plan development and implementation.

## **5.2 Creative**

- a. **Branding:** Develop the Library's personality through message development, copywriting and editing.
- b. **Graphic Design:** Produce visual content with design elements for any medium or substrate including furniture and vehicle wraps, conference and exhibition booths, infographics, data visualizations, counter and tabletop displays.
- c. **Collateral:** Design and produce any media material, including print and digital content.
- d. **Premiums:** Design and produce any promotional items.

- e. **Digital:** Create content for any web or social media platform.
- f. **Advertisements:** Promote Library programs, resources, services and initiatives using any digital platforms, traditional and non-traditional media.
- g. **Video:** Produce narratives and stories that capture the Library experience in human interest shorts, public service announcements, single and series episodes for online and/or cable television. Management, storage, organization, access and retrieval of creative assets and data for brand consistency and efficient workflow are necessary.
- h. **Photography:** Provide technical expertise in composition, lighting and creativity to produce and preserve images that tell stories, record events or evoke emotion. Management, storage, organization, access and retrieval of creative assets and data for brand consistency and efficient workflow are necessary.

### **5.3 Research**

- a. **Market Analysis:** Research and gather information about community needs and preferences, and analyze how these needs can best be addressed.
- b. **Audience Analysis:** Identify the target audience to determine their level of interest, understanding and attitudes toward the Library as a whole and for specific initiatives.
- c. **Landscape Scans and Competitive Assessment:** Review the activities of libraries on a local and national level to determine how those efforts may benefit and be of value to LAPL.
- d. **Surveys:** Collect information to identify the demographic and psychographic characteristics of a sample audience segment, uncover attitudinal and behavioral barriers, identify initiatives to highlight and topics of importance, insights to reach and connect with audiences and key takeaways.
- e. **Focus Groups:** Conduct and moderate group discussions designed to identify patron and/or visitor feelings, perceptions and thoughts about any aspect of the Library's programs, resources, services and initiatives.
- f. **Reports and Presentations:** Analyze and track marketing analytics and metrics to inform future marketing decisions, strategies and



performance as well as to determine if Library goals and objectives are achieved.

#### **5.4 Public Relations**

- a. **Special Events:** Plan and implement events on any scale to showcase Library.
- b. **Strategic Counseling:** Serve as an external source, providing outside perspectives and insights and recommending appropriate communication strategies and activities, including change management, in the adoption of new goals, processes, and technologies.
- c. **Coalitions:** Identify key partners, collaborations, allies and intersectional opportunities to inform and reach desired target audiences.
- d. **Training:** Develop and prepare Library staff for interviews or speaking engagements at seminars, webinars, workshops, classes and news media including coaching.
- e. **Direct Marketing:** Plan and implement targeted campaigns using direct communication or distributions to individual patrons, residents and business owners.

#### **5.5 Media Relations**

- a. **Media Outlets:** Earn, build and nurture relationships with key media and influencers, coordinating any media generated with appropriate Library staff.
- b. **Internal Channels:** Leverage owned media to support media goals and strategies.
- c. **Media Buying:** Plan and implement paid advertising across digital platforms and traditional channels.
- d. **Social Media:** Plan, align and implement engagement strategies to increase awareness of programs, resources, services and initiatives and drive website traffic with campaigns in coordination with the Library's social media team and Library staff.

#### **6.0 PROJECT BID PROCESS**

The following is the process that the Library will utilize to select a contractor for specific services during the term of this Contract:

- 6.1 The Library, on an as-needed basis, will issue a Notice of Available Work to all qualified contractors, substantially in the form included as Exhibit B of this Contract. The Notice of Available Work will detail the requirements and information of the specific project, including deliverables and duration of the project.
- 6.2 Contractors interested will respond with a written project proposal which must include:
- a. A quote which may be presented in an hourly rate of assigned personnel or by an overall specific project cost.
  - b. Contractor staff allocation and staff time as applicable to the Notice of Available Work to meet the needs of the specific project.
  - c. Any additional information for the Library to consider and which the contractor requires to meet the needs of the Notice of Available Work.
- 6.3 The Library will select the contractor it deems best for the specific project from the Notice of Available Work responses received. An evaluation of submissions will be conducted by Library staff and scored in the four criteria stated as below:

<b>CRITERIA CATEGORY</b>	<b>MAXIMUM POINTS</b>
Ability to perform the requested work by demonstrating an understanding of the needs of the Library and Library patrons.	30
Ability to perform the requested work by demonstrating past experience on similar projects.	25
Ability to provide the requested work at a reasonable cost to the Library.	30
Submission of a high-quality professional response demonstrating the ability to perform the requested work.	15
<b>TOTAL</b>	<b>100</b>

- 6.4 The Library will issue a Notice to Proceed to the selected contractor, substantially in the form included as Exhibit C of this Contract. The Notice to Proceed will authorize the selected contractor to begin work and specify a “Not to Exceed” compensation amount. The selected contractor shall complete the work within the timeframe indicated on the Notice to Proceed.

6.5 Any revisions to compensation, timeframe, or to the specific project must be approved in writing by the City Librarian, or designee, and memorialized on the Supplemental Notice to Proceed, substantially in the form included as Exhibit D of this Contract.

6.6 The Library reserves the right to not issue and/or cancel any Notice of Available Work or Notice to Proceed at any time.

## **7.0 PAYMENT**

7.1 The Contractor shall not incur any costs (e.g., for labor, equipment, materials or other expenses), and the Library shall not be liable for costs or reimbursement of costs incurred by the Contractor, without the prior written approval of the City Librarian or designee.

7.2 The amount payable to the Contractor for services and materials during the term of this Contract shall be proposed on a case-by-case basis and agreed upon in writing by both parties through Section 6.4 ("Notice to Proceed") prior to the commencement of any work performed at the request of the Library.

7.3 The total payment from the Library to the Contractor for services and materials acquired in accordance with this Contract will not exceed \$3,000,000 per fiscal year (July 1-June 30). No minimum amount of work or payment is guaranteed.

## **8.0 BILLING AND INVOICES**

8.1 The Contractor shall submit itemized invoices to the Library, indicating therein the services performed for which payment is requested. Payment of all invoices shall be subject to review and approval of Library management, which shall not be unreasonably withheld.

8.2 To ensure that services provided are measured against the services detailed in this Contract, the Controller of the City of Los Angeles has developed a policy requiring that specific supporting documentation be submitted with invoices. The Contractor is required to submit invoices that conform to City Standards and include, at a minimum, the following information:

- a. Name and address of the Contractor
- b. Name and address of the City Department being billed (Library Department)
- c. Date of invoice and period covered
- d. Contract Number or Authority Number
- e. Description of completed task and amount due for task
- f. Remittance address

8.3 All invoices shall be submitted on the Contractor's letterhead and contain the Contractor's official logo, or other unique and identifying information such as

the name and address of the Contractor. Invoices shall be submitted to the Library by the Contractor within 30 days of service or monthly, whichever is sooner. Invoices are considered completed when appropriate documentation or services provided are signed off as satisfactory by the Library Representative listed in Section 11.0 ("Contract Representatives") of this Contract. If invoice is insufficient or unsatisfactory, the Library's Representative shall inform the Contractor of any defect within 10 business days of receipt of the invoice from the Contractor, and the Contractor shall have five business days to provide a corrected invoice to the Library. Satisfactory invoices shall be paid by the Library no later than 60 days after receipt by the Library.

- 8.4** Invoices and supporting documentation shall be prepared at the sole expense and responsibility of the Contractor. The Library will not compensate the Contractor for costs incurred in invoice preparation. The Library may make written requests for changes to the content and format of the invoice and supporting documentation at any time. The Library reserves the right to request additional supporting documentation to substantiate costs at any time. Invoices shall be submitted via electronic mail to the Library Representative listed in Section 11.0 ("Contract Representatives") of this Contract, or via hard copy to:

Los Angeles Public Library  
Attention: Lauren Skinner  
Public Information Director  
Marketing and Public Relations  
630 West 5<sup>th</sup> Street  
Los Angeles, CA 90071

- 8.5** Failure to adhere to these procedures may result in nonpayment or non-approval of demands, pursuant to Charter Section 262(a), which requires the Controller to inspect the quality, quantity, and condition of services, labor, materials, supplies, and equipment received by any City office or department. The Controller must approve demands before they are drawn on the Treasury.

**9.0 OWNERSHIP**

All documents and records provided by the Library to the Contractor shall remain the property of the Library and must be returned to the Library upon termination of this Contract or at the request of the Library. The provisions of this article shall survive the termination of this Contract.

**10.0 AMBIGUITY**

Any ambiguity in this Contract shall not be interpreted against any one Party by virtue of that Party being the drafter of the Contract.

**11.0 CONTRACT REPRESENTATIVES**

The following representative individuals and addresses shall serve as the place to which notices and other correspondence between the Parties shall be sent. The Library and the Contractor shall notify, in writing, the other Party of any changes in the following information within five working days of such change.

**CONTRACTOR'S REPRESENTATIVE**

Name:

Title:

Address:

Telephone:

Email:

**LIBRARY'S REPRESENTATIVE**

Name: Lauren Skinner

Title: Public Information Director

Address: 630 W. 5<sup>th</sup> Street  
Los Angeles, CA 90071

Telephone: (213) 228-7565

Email: [LSkinner@lapl.org](mailto:LSkinner@lapl.org)

Formal notices, demands, and communications to be given hereunder by either Party must be made in writing and may be effected by personal delivery or by registered or certified mail, postage prepaid, return receipt requested, and will be deemed communicated as of the date of mailing.

If the name of the person designated to receive the notices, demands, or communications or the address of such person is changed, written notice must be provided as described in this Contract, within five business days of such change.

**12.0 INDEPENDENT CONTRACTOR**

The Contractor's relationship to the Library in the performance of this Contract is that of an independent contractor and not as an agent or employee of the City. Therefore, neither the Contractor, nor any of its subcontractors, are entitled to any vacation, sick leave, workers' compensation, pension, or any other City benefits. The Contractor's personnel performing services under this Contract shall at all times be under the Contractor's exclusive direction and control and shall be employees or subcontractors of the Contractor and not of the City. Further, the Contractor shall pay all wages, salaries, and other amounts due its employees in connection with this Contract and shall be responsible for all related reports and obligations including but not limited to social security, income tax withholding, unemployment compensation, and workers' compensation.

**13.0 RETENTION OF RECORDS**

Except as otherwise expressly directed by the City, the Contractor shall maintain records, including records of financial transactions, pertaining to the performance of the Contract, in their original form, in accordance with requirements prescribed by the City. These records must be retained for a period of no less than 48 months following final payment made by the City hereunder, the expiration date of this Contract, or the termination date of this Contract, whichever occurs last. Records will be subject to examination and audit by authorized the City personnel or by the City's representative at any time during the term of this Contract or within the 48 months following the final payment made by the City hereunder, the expiration of this Contract, or the termination date of this Contract, whichever occurs last. The

Contractor shall provide any reports requested by the City regarding performance of the Contract.

**14.0 NO THIRD-PARTY BENEFICIARIES**

Nothing herein is intended to create a third-party beneficiary in any subcontractor. No privity is created with any subcontractor by this Contract. Even if the Contractor uses subcontractors, the Contractor remains responsible for complete and satisfactory performance of the terms of this Contract.

**15.0 CONFIDENTIALITY**

All data, documents, records, recorded testimony, audiotapes, videotapes, materials, products, technology, computer programs, specifications, manuals, business plans, software, marketing plans, financial information, and other information disclosed or submitted orally, in writing, or by any other media, to the Contractor by the City, and other documents to which the Contractor has access during the term of this Contract are confidential information ("Confidential Information").

The Contractor agrees that both during and after the term of this Contract, the City's Confidential Information shall be considered and kept as the private and privileged records of the City and will not be divulged to any person, firm, corporation, or other entity except on the prior direct written authorization of the City or as required by law.

**16.0 CONTRACTOR'S INTERACTION WITH THE MEDIA**

The Contractor shall refer all inquiries from the news media relating to this Contract or the Contractor's services hereunder to the Library, and shall immediately contact the Library to inform the Library of the inquiry. The Contractor shall comply with the procedures of the City's Public Affairs staff regarding any communication with the news media relating to this Contract or the Contractor's services hereunder.

**17.0 REQUIREMENTS APPLY TO ALL SUBCONTRACTORS**

The Contractor will ensure that the requirements of Sections 15.0 ("Confidentiality") and 16.0 ("Contractor's Interaction with the Media") are provided to and apply to all subcontractors of this Contract.

**18.0 CONTINUED REQUIREMENTS**

The requirements of Sections 15.0 ("Confidentiality"), 16.0 ("Contractor's Interaction with the Media"), and 17.0 ("Requirements Apply to all Subcontractors") survive termination of the Contract.

**19.0 NON-EXCLUSIVE CONTRACT**

Nothing in this Contract shall be construed to mean that the Contractor providing services to the Library shall be the exclusive provider of such services. The Library retains the right to engage the services of and purchase materials from other contractors during the term of this Contract, and therefore the Library can neither estimate nor guarantee the volume or amount of work to be received by the Contractor under this Contract.

**20.0 BORDER WALL BID DISCLOSURE**

The Contractor shall comply with Los Angeles Administrative Code ("LAAC") Section 10.50 *et seq.*, "Disclosure of Border Wall Contracting." The Library may terminate this Contract at any time if the Library determines that the Contractor failed to fully and accurately complete the required affidavit and disclose all Border Wall Bids and Border Wall Contracts, as defined in LAAC Section 10.50.1. The required affidavit must be submitted online at [www.rampla.org](http://www.rampla.org).

**21.0 ENTIRE CONTRACT**

This Contract, and any attachments or documents incorporated herein by inclusion or by reference, constitutes the complete and entire Contract between the Parties and supersedes any prior representation, understandings, communications, commitments, agreements, or proposals, oral or written. No verbal agreement or conversation with any officer or employee of either party will affect or modify any of the terms and conditions of this Contract.

*(SIGNATURE PAGE TO FOLLOW)*

CONTRACT NO. \_\_\_\_\_

**IN WITNESS WHEREOF**, the City of Los Angeles and the Contractor have caused this Contract to be executed by their duly authorized representatives.

**For: THE CITY OF LOS ANGELES,**  
a Municipal Corporation

By signing below, the signatory attests that they have no personal, financial, beneficial, or familial interest in this contract.

By \_\_\_\_\_  
VALERIE LYNNE SHAW  
President  
Board of Library Commissioners

Date \_\_\_\_\_

**APPROVED AS TO FORM:**

HYDEE FELDSTEIN SOTO, City  
Attorney

By \_\_\_\_\_  
JOSHUA M. TEMPLET  
Deputy City Attorney

Date \_\_\_\_\_

**ATTEST:**

By \_\_\_\_\_  
RAQUEL BORDEN  
Secretary to the Board

Date \_\_\_\_\_

**[Contractor Name]**

*\*Approved Signature Methods: 1) Two signatures: One of the Chairman of the Board of Directors, President, or Vice-President, and one of the Secretary, Assistant Secretary, Chief Financial Officer, or Assistant Treasurer.*

*2) One signature of a Corporate-designated individual together with a properly attested resolution of the Board of Directors authorizing the individual to sign*

By \_\_\_\_\_  
[Name]  
[Title]

By \_\_\_\_\_  
[Name]  
[Title]

Date \_\_\_\_\_

**ATTEST:**

HOLLY L. WOLCOTT, City Clerk

By: \_\_\_\_\_

Date: \_\_\_\_\_



## **ATTACHMENT A**

Standard Provisions for City Contracts (Rev. 6/24 [v.1])

# STANDARD PROVISIONS FOR CITY CONTRACTS

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## STANDARD PROVISIONS FOR CITY CONTRACTS

### **PSC-1. Construction of Provisions and Titles Herein**

All titles, subtitles, or headings in this Contract have been inserted for convenience, and shall not be deemed to affect the meaning or construction of any of the terms or provisions of this Contract. The language of this Contract shall be construed according to its fair meaning and not strictly for or against **CITY** or **CONTRACTOR**. The word "**CONTRACTOR**" includes the party or parties identified in this Contract. The singular shall include the plural and if there is more than one **CONTRACTOR**, unless expressly stated otherwise, their obligations and liabilities shall be joint and several. Use of the feminine, masculine, or neuter genders shall be deemed to include the genders not used.

### **PSC-2. Applicable Law, Interpretation and Enforcement**

Each party's performance shall comply with all applicable laws of the United States of America, the State of California, and **CITY**, including but not limited to, laws regarding health and safety, labor and employment, wage and hours and licensing. This Contract shall be enforced and interpreted under the laws of the State of California without regard to conflict of law principles. **CONTRACTOR** shall comply with new, amended, or revised laws, regulations, or procedures that apply to the performance of this Contract with no additional compensation paid to **CONTRACTOR**.

In any action arising out of this Contract, **CONTRACTOR** consents to personal jurisdiction, and agrees to bring all such actions, exclusively in state or federal courts located in Los Angeles County, California.

If any part, term or provision of this Contract is held void, illegal, unenforceable, or in conflict with any federal, state or local law or regulation, the validity of the remaining parts, terms or provisions of this Contract shall not be affected.

### **PSC-3. Time of Effectiveness**

Unless otherwise provided, this Contract shall take effect when all of the following events have occurred:

- A. This Contract has been signed on behalf of **CONTRACTOR** by the person or persons authorized to bind **CONTRACTOR**;
- B. This Contract has been approved by the City Council or by the board, officer or employee authorized to give such approval;
- C. The Office of the City Attorney has indicated in writing its approval of this Contract as to form; and
- D. This Contract has been signed on behalf of **CITY** by the person designated by the City Council, or by the board, officer or employee authorized to enter into this Contract.

#### **PSC-4. Integrated Contract**

This Contract sets forth all of the rights and duties of the parties with respect to the subject matter of this Contract, and replaces any and all previous Contracts or understandings, whether written or oral, relating thereto. This Contract may be amended only as provided for in the provisions of PSC-5 hereof.

#### **PSC-5. Amendment**

All amendments to this Contract shall be in writing and signed and approved pursuant to the provisions of PSC-3.

#### **PSC-6. Excusable Delays**

Neither party shall be liable for its delay or failure to perform any obligation under and in accordance with this Contract, if the delay or failure arises out of fires, floods, earthquakes, epidemics, quarantine restrictions, other natural occurrences, strikes, lockouts (other than a lockout by the party or any of the party's Subcontractors), freight embargoes, terrorist acts, insurrections or other civil disturbances, or other similar events to those described above, but in each case the delay or failure to perform must be beyond the control and without any fault or negligence of the party delayed or failing to perform (these events are referred to in this provision as "Force Majeure Events").

Notwithstanding the foregoing, a delay or failure to perform by a Subcontractor of **CONTRACTOR** shall not constitute a Force Majeure Event, unless the delay or failure arises out of causes beyond the control of both **CONTRACTOR** and Subcontractor, and without any fault or negligence of either of them. In such case, **CONTRACTOR** shall not be liable for the delay or failure to perform, unless the goods or services to be furnished by the Subcontractor were obtainable from other sources in sufficient time to permit **CONTRACTOR** to perform timely. As used in this Contract, the term "Subcontractor" means a subcontractor at any tier.

In the event **CONTRACTOR'S** delay or failure to perform arises out of a Force Majeure Event, **CONTRACTOR** agrees to use commercially reasonable best efforts to obtain the goods or services from other sources, and to otherwise mitigate the damages and reduce the delay caused by the Force Majeure Event.

#### **PSC-7. Waiver**

A waiver of a default of any part, term or provision of this Contract shall not be construed as a waiver of any succeeding default or as a waiver of the part, term or provision itself. A party's performance after the other party's default shall not be construed as a waiver of that default.

## **PSC-8. Suspension**

At **CITY'S** sole discretion, **CITY** may suspend any or all services provided under this Contract by providing **CONTRACTOR** with written notice of suspension. Upon receipt of the notice of suspension, **CONTRACTOR** shall immediately cease the services suspended and shall not incur any additional obligations, costs or expenses to **CITY** until **CITY** gives written notice to recommence the services.

## **PSC-9. Termination**

### **A. Termination for Convenience**

**CITY** may terminate this Contract for **CITY'S** convenience at any time by providing **CONTRACTOR** thirty days written notice. Upon receipt of the notice of termination, **CONTRACTOR** shall immediately take action not to incur any additional obligations, costs or expenses, except as may be necessary to terminate its activities. **CITY** shall pay **CONTRACTOR** its reasonable and allowable costs through the effective date of termination and those reasonable and necessary costs incurred by **CONTRACTOR** to effect the termination. Thereafter, **CONTRACTOR** shall have no further claims against **CITY** under this Contract. All finished and unfinished documents and materials procured for or produced under this Contract, including all intellectual property rights **CITY** is entitled to, shall become **CITY** property upon the date of the termination. **CONTRACTOR** agrees to execute any documents necessary for **CITY** to perfect, memorialize, or record **CITY'S** ownership of rights provided herein.

### **B. Termination for Breach of Contract**

1. Except as provided in PSC-6, if **CONTRACTOR** fails to perform any of the provisions of this Contract or so fails to make progress as to endanger timely performance of this Contract, **CITY** may give **CONTRACTOR** written notice of the default. **CITY'S** default notice will indicate whether the default may be cured and the time period to cure the default to the sole satisfaction of **CITY**. Additionally, **CITY'S** default notice may offer **CONTRACTOR** an opportunity to provide **CITY** with a plan to cure the default, which shall be submitted to **CITY** within the time period allowed by **CITY**. At **CITY'S** sole discretion, **CITY** may accept or reject **CONTRACTOR'S** plan. If the default cannot be cured or if **CONTRACTOR** fails to cure within the period allowed by **CITY**, then **CITY** may terminate this Contract due to **CONTRACTOR'S** breach of this Contract.
2. If the default under this Contract is due to **CONTRACTOR'S** failure to maintain the insurance required under this Contract, **CONTRACTOR** shall immediately: (1) suspend performance of any services under this Contract for which insurance was required; and (2) notify its employees and Subcontractors of the loss of insurance coverage and Contractor's obligation to suspend performance of

services. **CONTRACTOR** shall not recommence performance until **CONTRACTOR** is fully insured and in compliance with **CITY'S** requirements.

3. If a federal or state proceeding for relief of debtors is undertaken by or against **CONTRACTOR**, or if **CONTRACTOR** makes an assignment for the benefit of creditors, then **CITY** may immediately terminate this Contract.
4. If **CONTRACTOR** engages in any dishonest conduct related to the performance or administration of this Contract or violates **CITY'S** laws, regulations or policies relating to lobbying, then **CITY** may immediately terminate this Contract.
5. Acts of Moral Turpitude
  - a. **CONTRACTOR** shall immediately notify **CITY** if **CONTRACTOR** or any Key Person, as defined below, is charged with, indicted for, convicted of, pleads nolo contendere to, or forfeits bail or fails to appear in court for a hearing related to, any act which constitutes an offense involving moral turpitude under federal, state, or local laws ("Act of Moral Turpitude").
  - b. If **CONTRACTOR** or a Key Person is convicted of, pleads nolo contendere to, or forfeits bail or fails to appear in court for a hearing related to, an Act of Moral Turpitude, **CITY** may immediately terminate this Contract.
  - c. If **CONTRACTOR** or a Key Person is charged with or indicted for an Act of Moral Turpitude, **CITY** may terminate this Contract after providing **CONTRACTOR** an opportunity to present evidence of **CONTRACTOR'S** ability to perform under the terms of this Contract.
  - d. Acts of Moral Turpitude include, but are not limited to: violent felonies as defined by Penal Code Section 667.5, crimes involving weapons, crimes resulting in serious bodily injury or death, serious felonies as defined by Penal Code Section 1192.7, and those crimes referenced in the Penal Code and articulated in California Public Resources Code Section 5164(a)(2); in addition to and including acts of murder, rape, sexual assault, robbery, kidnapping, human trafficking, pimping, voluntary manslaughter, aggravated assault, assault on a peace officer, mayhem, fraud, domestic abuse, elderly abuse, and child abuse, regardless of whether such acts are punishable by felony or misdemeanor conviction.



- e. For the purposes of this provision, a Key Person is a principal, officer, or employee assigned to this Contract, or owner (directly or indirectly, through one or more intermediaries) of ten percent or more of the voting power or equity interests of **CONTRACTOR**.
- 6. In the event **CITY** terminates this Contract as provided in this section, **CITY** may procure, upon such terms and in the manner as **CITY** may deem appropriate, services similar in scope and level of effort to those so terminated, and **CONTRACTOR** shall be liable to **CITY** for all of its costs and damages, including, but not limited to, any excess costs for such services.
- 7. If, after notice of termination of this Contract under the provisions of this section, it is determined for any reason that **CONTRACTOR** was not in default under the provisions of this section, or that the default was excusable under the terms of this Contract, the rights and obligations of the parties shall be the same as if the notice of termination had been issued pursuant to PSC-9(A) Termination for Convenience.
- 8. The rights and remedies of **CITY** provided in this section shall not be exclusive and are in addition to any other rights and remedies provided by law or under this Contract.
- C. In the event that this Contract is terminated, **CONTRACTOR** shall immediately notify all employees and Subcontractors, and shall notify in writing all other parties contracted with under the terms of this Contract within five working days of the termination.

#### **PSC-10. Independent Contractor**

**CONTRACTOR** is an independent contractor and not an agent or employee of **CITY**. **CONTRACTOR** shall not represent or otherwise hold out itself or any of its directors, officers, partners, employees, or agents to be an agent or employee of **CITY**.

#### **PSC-11. Contractor's Personnel**

Unless otherwise approved by **CITY**, **CONTRACTOR** shall use its own employees to perform the services described in this Contract. **CITY** has the right to review and approve any personnel who are assigned to work under this Contract. **CONTRACTOR** shall remove personnel from performing work under this Contract if requested to do so by **CITY**.

**CONTRACTOR** shall not use Subcontractors to assist in performance of this Contract without the prior written approval of **CITY**. If **CITY** permits the use of Subcontractors, **CONTRACTOR** shall remain responsible for performing all aspects of this Contract and paying all Subcontractors. **CITY** has the right to approve **CONTRACTOR'S** Subcontractors, and **CITY** reserves the right to request replacement of any

Subcontractor. **CITY** does not have any obligation to pay **CONTRACTOR'S** Subcontractors, and nothing herein creates any privity of contract between **CITY** and any Subcontractor.

**PSC-12. Assignment and Delegation**

**CONTRACTOR** may not, unless it has first obtained the written permission of **CITY**:

- A. Assign or otherwise alienate any of its rights under this Contract, including the right to payment; or
- B. Delegate, subcontract, or otherwise transfer any of its duties under this Contract.

**PSC-13. Permits**

**CONTRACTOR** and its directors, officers, partners, agents, employees, and Subcontractors, shall obtain and maintain all licenses, permits, certifications and other documents necessary for **CONTRACTOR'S** performance of this Contract. **CONTRACTOR** shall immediately notify **CITY** of any suspension, termination, lapses, non-renewals, or restrictions of licenses, permits, certificates, or other documents that relate to **CONTRACTOR'S** performance of this Contract.

**PSC-14. Claims for Labor and Materials**

**CONTRACTOR** shall promptly pay when due all amounts owed for labor and materials furnished in the performance of this Contract so as to prevent any lien or other claim under any provision of law from arising against any **CITY** property (including reports, documents, and other tangible or intangible matter produced by **CONTRACTOR** hereunder), and shall pay all amounts due under the Unemployment Insurance Act or any other applicable law with respect to labor used to perform under this Contract.

**PSC-15. Current Los Angeles City Business Tax Registration Certificate Required**

For the duration of this Contract, **CONTRACTOR** shall maintain valid Business Tax Registration Certificate(s) as required by **CITY'S** Business Tax Ordinance, Section 21.00 *et seq.* of the Los Angeles Municipal Code ("LAMC"), and shall not allow the Certificate to lapse or be revoked or suspended.

**PSC-16. Retention of Records, Audit and Reports**

**CONTRACTOR** shall maintain all records, including records of financial transactions, pertaining to the performance of this Contract, in their original form or as otherwise approved by **CITY**. These records shall be retained for a period of no less than three years from the later of the following: (1) final payment made by **CITY**, (2) the expiration of this Contract or (3) termination of this Contract. The records will be subject to examination and audit by authorized **CITY** personnel or **CITY'S** representatives at any time. **CONTRACTOR** shall provide any reports requested by **CITY** regarding.

performance of this Contract. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

In lieu of retaining the records for the term as prescribed in this provision, **CONTRACTOR** may, upon **CITY'S** written approval, submit the required information to **CITY** in an electronic format, e.g. USB flash drive, at the expiration or termination of this Contract.

#### **PSC-17. Bonds**

All bonds required by **CITY** shall be filed with the Office of the City Administrative Officer, Risk Management for its review and acceptance in accordance with Los Angeles Administrative Code ("LAAC") Sections 11.47 *et seq.*, as amended from time to time.

#### **PSC-18. Indemnification**

Except for the active negligence or willful misconduct of **CITY**, or any of its boards, officers, agents, employees, assigns and successors in interest, **CONTRACTOR** shall defend, indemnify and hold harmless **CITY** and any of its boards, officers, agents, employees, assigns, and successors in interest from and against all lawsuits and causes of action, claims, losses, demands and expenses, including, but not limited to, attorney's fees (both in house and outside counsel) and cost of litigation (including all actual litigation costs incurred by **CITY**, including but not limited to, costs of experts and consultants), damages or liability of any nature whatsoever, for death or injury to any person, including **CONTRACTOR'S** employees and agents, or damage or destruction of any property of either party hereto or of third parties, arising in any manner by reason of an act, error, or omission by **CONTRACTOR**, Subcontractors, or their boards, officers, agents, employees, assigns, and successors in interest. The rights and remedies of **CITY** provided in this section shall not be exclusive and are in addition to any other rights and remedies provided by law or under this Contract. This provision will survive expiration or termination of this Contract.

#### **PSC-19. Intellectual Property Indemnification**

**CONTRACTOR**, at its own expense, shall defend, indemnify, and hold harmless the **CITY**, and any of its boards, officers, agents, employees, assigns, and successors in interest from and against all lawsuits and causes of action, claims, losses, demands and expenses, including, but not limited to, attorney's fees (both in house and outside counsel) and cost of litigation (including all actual litigation costs incurred by **CITY**, including but not limited to, costs of experts and consultants), damages or liability of any nature arising out of the infringement, actual or alleged, direct or contributory, of any intellectual property rights, including, without limitation, patent, copyright, trademark, trade secret, right of publicity, and proprietary information: (1) on or in any design, medium, matter, article, process, method, application, equipment, device, instrumentation, software, hardware, or firmware used by **CONTRACTOR**, or its Subcontractors, in performing the work under this Contract; or (2) as a result of **CITY'S** actual or intended use of any Work Product (as defined in PSC-21) furnished by **CONTRACTOR**, or its Subcontractors, under this Contract. The rights and remedies of **CITY** provided in this section shall not be exclusive

and are in addition to any other rights and remedies provided by law or under this Contract. This provision will survive expiration or termination of this Contract.

#### **PSC-20. Intellectual Property Warranty**

**CONTRACTOR** represents and warrants that its performance of all obligations under this Contract does not infringe in any way, directly or contributorily, upon any third party's intellectual property rights, including, without limitation, patent, copyright, trademark, trade secret, right of publicity and proprietary information.

#### **PSC-21. Ownership and License**

Unless otherwise provided for herein, all finished and unfinished works, tangible or not, created under this Contract including, without limitation, documents, materials, data, reports, manuals, specifications, artwork, drawings, sketches, blueprints, studies, memoranda, computation sheets, computer programs and databases, schematics, photographs, video and audiovisual recordings, sound recordings, marks, logos, graphic designs, notes, websites, domain names, inventions, processes, formulas, matters and combinations thereof, and all forms of intellectual property originated and prepared by **CONTRACTOR** or its Subcontractors under this Contract (each a "Work Product"; collectively "Work Products") shall be and remain the exclusive property of **CITY** for its use in any manner **CITY** deems appropriate. **CONTRACTOR** hereby assigns to **CITY** all goodwill, copyright, trademark, patent, trade secret and all other intellectual property rights worldwide in any Work Products originated and prepared under this Contract. **CONTRACTOR** further agrees to execute any documents necessary for **CITY** to perfect, memorialize, or record **CITY'S** ownership of rights provided herein.

**CONTRACTOR** agrees that a monetary remedy for breach of this Contract may be inadequate, impracticable, or difficult to prove and that a breach may cause **CITY** irreparable harm. **CITY** may therefore enforce this requirement by seeking injunctive relief and specific performance, without any necessity of showing actual damage or irreparable harm. Seeking injunctive relief or specific performance does not preclude **CITY** from seeking or obtaining any other relief to which **CITY** may be entitled.

For all Work Products delivered to **CITY** that are not originated or prepared by **CONTRACTOR** or its Subcontractors under this Contract, **CONTRACTOR** shall secure a grant, at no cost to **CITY**, for a non-exclusive perpetual license to use such Work Products for any **CITY** purposes.

**CONTRACTOR** shall not provide or disclose any Work Product to any third party without prior written consent of **CITY**.

Any subcontract entered into by **CONTRACTOR** relating to this Contract shall include this provision to contractually bind its Subcontractors performing work under this Contract such that **CITY'S** ownership and license rights of all Work Products are preserved and protected as intended herein.

## **PSC-22. Data Protection**

- A. **CONTRACTOR** shall protect, using the most secure means and technology that is commercially available, **CITY**-provided data or consumer-provided data acquired in the course and scope of this Contract, including but not limited to customer lists and customer credit card or consumer data, (collectively, the "City Data"). **CONTRACTOR** shall notify **CITY** in writing as soon as reasonably feasible, and in any event within twenty-four hours, of **CONTRACTOR'S** discovery or reasonable belief of any unauthorized access of City Data (a "Data Breach"), or of any incident affecting, or potentially affecting City Data related to cyber security (a "Security Incident"), including, but not limited to, denial of service attack, and system outage, instability or degradation due to computer malware or virus. **CONTRACTOR** shall begin remediation immediately. **CONTRACTOR** shall provide daily updates, or more frequently if required by **CITY**, regarding findings and actions performed by **CONTRACTOR** until the Data Breach or Security Incident has been effectively resolved to **CITY'S** satisfaction. **CONTRACTOR** shall conduct an investigation of the Data Breach or Security Incident and shall share the report of the investigation with **CITY**. At **CITY'S** sole discretion, **CITY** and its authorized agents shall have the right to lead or participate in the investigation. **CONTRACTOR** shall cooperate fully with **CITY**, its agents and law enforcement.
- B. If **CITY** is subject to liability for any Data Breach or Security Incident, then **CONTRACTOR** shall fully indemnify and hold harmless **CITY** and defend against any resulting actions.

## **PSC-23. Insurance**

During the term of this Contract and without limiting **CONTRACTOR'S** obligation to indemnify, hold harmless and defend **CITY**, **CONTRACTOR** shall provide and maintain at its own expense a program of insurance having the coverages and limits not less than the required amounts and types as determined by the Office of the City Administrative Officer of Los Angeles, Risk Management (template Form General 146 in Exhibit 1 hereto). The insurance must: (1) conform to **CITY'S** requirements; (2) comply with the Insurance Contractual Requirements (Form General 133 in Exhibit 1 hereto); and (3) otherwise be in a form acceptable to the Office of the City Administrative Officer, Risk Management. **CONTRACTOR** shall comply with all Insurance Contractual Requirements shown on Exhibit 1 hereto. Exhibit 1 is hereby incorporated by reference and made a part of this Contract.

## **PSC-24. Best Terms**

Throughout the term of this Contract, **CONTRACTOR**, shall offer **CITY** the best terms, prices, and discounts that are offered to any of **CONTRACTOR'S** customers for similar goods and services provided under this Contract.

**PSC-25. Warranty and Responsibility of Contractor**

**CONTRACTOR** warrants that the work performed hereunder shall be completed in a manner consistent with professional standards practiced among those firms within **CONTRACTOR'S** profession, doing the same or similar work under the same or similar circumstances.

**PSC-26. Mandatory Provisions Pertaining to Non-Discrimination in Employment**

Unless otherwise exempt, this Contract is subject to the applicable non-discrimination, equal benefits, equal employment practices, and affirmative action program provisions in LAAC Section 10.8 et seq., as amended from time to time.

- A. **CONTRACTOR** shall comply with the applicable non-discrimination and affirmative action provisions of the laws of the United States of America, the State of California, and **CITY**. In performing this Contract, **CONTRACTOR** shall not discriminate in any of its hiring or employment practices against any employee or applicant for employment because of such person's race, color, religion, national origin, ancestry, sex, sexual orientation, gender, gender identity, age, disability, domestic partner status, marital status or medical condition.
- B. The requirements of Section 10.8.2.1 of the LAAC, the Equal Benefits Ordinance, and the provisions of Section 10.8.2.1(f) are incorporated and made a part of this Contract by reference.
- C. The provisions of Section 10.8.3 of the LAAC are incorporated and made a part of this Contract by reference and will be known as the "Equal Employment Practices" provisions of this Contract.
- D. The provisions of Section 10.8.4 of the LAAC are incorporated and made a part of this Contract by reference and will be known as the "Affirmative Action Program" provisions of this Contract.

Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-27. Child Support Assignment Orders**

**CONTRACTOR** shall comply with the Child Support Assignment Orders Ordinance, Section 10.10 of the LAAC, as amended from time to time. Pursuant to Section 10.10(b) of the LAAC, **CONTRACTOR** shall fully comply with all applicable State and Federal employment reporting requirements. Failure of **CONTRACTOR** to comply with all applicable reporting requirements or to implement lawfully served Wage and Earnings Assignment or Notices of Assignment, or the failure of any principal owner(s) of **CONTRACTOR** to comply with any Wage and Earnings Assignment or Notices of Assignment applicable to them personally, shall constitute a default by the **CONTRACTOR** under this Contract. Failure of **CONTRACTOR** or principal owner to cure

the default within 90 days of the notice of default will subject this Contract to termination for breach. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-28. Living Wage Ordinance**

**CONTRACTOR** shall comply with the Living Wage Ordinance, LAAC Section 10.37 *et seq.*, as amended from time to time. **CONTRACTOR** further agrees that it shall comply with federal law proscribing retaliation for union organizing. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-29. Service Contractor Worker Retention Ordinance**

**CONTRACTOR** shall comply with the Service Contractor Worker Retention Ordinance, LAAC Section 10.36 *et seq.*, as amended from time to time. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-30. Access and Accommodations**

**CONTRACTOR** represents and certifies that:

- A. **CONTRACTOR** shall comply with the Americans with Disabilities Act, as amended, 42 U.S.C. Section 12101 *et seq.*, the Rehabilitation Act of 1973, as amended, 29 U.S.C. Section 701 *et seq.*, the Fair Housing Act, and its implementing regulations and any subsequent amendments, and California Government Code Section 11135;
- B. **CONTRACTOR** shall not discriminate on the basis of disability or on the basis of a person's relationship to, or association with, a person who has a disability;
- C. **CONTRACTOR** shall provide reasonable accommodation upon request to ensure equal access to **CITY**-funded programs, services and activities;
- D. Construction will be performed in accordance with the Uniform Federal Accessibility Standards (UFAS), 24 C.F.R. Part 40; and
- E. The buildings and facilities used to provide services under this Contract are in compliance with the federal and state standards for accessibility as set forth in the 2010 ADA Standards, California Title 24, Chapter 11, or other applicable federal and state law.

**CONTRACTOR** understands that **CITY** is relying upon these certifications and representations as a condition to funding this Contract. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-31. Contractor Responsibility Ordinance**

**CONTRACTOR** shall comply with the Contractor Responsibility Ordinance, LAAC Section 10.40 *et seq.*, as amended from time to time.

**PSC-32. Business Inclusion Program**

Unless otherwise exempted prior to bid submission, **CONTRACTOR** shall comply with all aspects of the Business Inclusion Program as described in the Request for Proposal/Qualification process, throughout the duration of this Contract. **CONTRACTOR** shall utilize the Business Assistance Virtual Network ("BAVN") at <https://www.labavn.org/>, to perform and document outreach to Minority, Women, and Other Business Enterprises. **CONTRACTOR** shall perform subcontractor outreach activities through BAVN. **CONTRACTOR** shall not change any of its designated Subcontractors or pledged specific items of work to be performed by these Subcontractors, nor shall **CONTRACTOR** reduce their level of effort, without prior written approval of **CITY**.

**PSC-33. Slavery Disclosure Ordinance**

**CONTRACTOR** shall comply with the Slavery Disclosure Ordinance, LAAC Section 10.41 *et seq.*, as amended from time to time. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-34. First Source Hiring Ordinance**

**CONTRACTOR** shall comply with the First Source Hiring Ordinance, LAAC Section 10.44 *et seq.*, as amended from time to time. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-35. Local Business Preference Ordinance**

**CONTRACTOR** shall comply with the Local Business Preference Ordinance, LAAC Section 10.47 *et seq.*, as amended from time to time. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-36. Iran Contracting Act**

In accordance with California Public Contract Code Sections 2200-2208, all contractors entering into, or renewing contracts with **CITY** for goods and services estimated at \$1,000,000 or more are required to complete, sign, and submit the "Iran Contracting Act of 2010 Compliance Affidavit."

**PSC-37. Restrictions on Campaign Contributions and Fundraising in City Elections**

Unless otherwise exempt, if this Contract is valued at \$100,000 or more and requires approval by an elected **CITY** office, **CONTRACTOR**, **CONTRACTOR'S** principals, and **CONTRACTOR'S** Subcontractors expected to receive at least \$100,000 for performance under the Contract, and the principals of those Subcontractors (the "Restricted Persons")



shall comply with Charter Section 470(c)(12) and LAMC Section 49.7.35. Failure to comply entitles **CITY** to terminate this Contract and to pursue all available legal remedies. Charter Section 470(c)(12) and LAMC Section 49.7.35 limit the ability of the Restricted Persons to make campaign contributions to and engage in fundraising for certain elected **CITY** officials or candidates for elected **CITY** office for twelve months after this Contract is signed. Additionally, a **CONTRACTOR** subject to Charter Section 470(c)(12) is required to comply with disclosure requirements by submitting a completed and signed Ethics Commission Form 55 and to amend the information in that form as specified by law. Any **CONTRACTOR** subject to Charter Section 470(c)(12) shall include the following notice in any contract with any Subcontractor expected to receive at least \$100,000 for performance under this Contract:

“Notice Regarding Restrictions on Campaign Contributions and Fundraising in City Elections

You are a subcontractor on City of Los Angeles Contract # \_\_\_\_\_ . Pursuant to the City of Los Angeles Charter Section 470(c)(12) and related ordinances, you and your principals are prohibited from making campaign contributions to and fundraising for certain elected City of Los Angeles (“**CITY**”) officials and candidates for elected **CITY** office for twelve months after the **CITY** contract is signed. You are required to provide the names and contact information of your principals to the **CONTRACTOR** and to amend that information within ten business days if it changes during the twelve month time period. Failure to comply may result in termination of this Contract and any other available legal remedies. Information about the restrictions may be found online at [ethics.lacity.org](http://ethics.lacity.org) or by calling the Los Angeles City Ethics Commission at (213) 978-1960.”

**PSC-38.** Contractors’ Use of Criminal History for Consideration of Employment Applications

**CONTRACTOR** shall comply with the City Contractors’ Use of Criminal History for Consideration of Employment Applications Ordinance, LAAC Section 10.48 *et seq.*, as amended from time to time. Any subcontract entered into by **CONTRACTOR** for work to be performed under this Contract must include an identical provision.

**PSC-39.** Limitation of City’s Obligation to Make Payment to Contractor

Notwithstanding any other provision of this Contract, including any exhibits or attachments incorporated therein, and in order for **CITY** to comply with its governing legal requirements, **CITY** shall have no obligation to make any payments to **CONTRACTOR** unless **CITY** shall have first made an appropriation of funds equal to or in excess of its obligation to make any payments as provided in this Contract. **CONTRACTOR** agrees that any services provided by **CONTRACTOR**, purchases made by **CONTRACTOR** or expenses incurred by **CONTRACTOR** in excess of the appropriation(s) shall be free and without charge to **CITY** and **CITY** shall have no obligation to pay for the services, purchases or expenses. **CONTRACTOR** shall have no obligation to provide any services,

provide any equipment or incur any expenses in excess of the appropriated amount(s) until **CITY** appropriates additional funds for this Contract.

**PSC-40. Compliance with Identity Theft Laws and Payment Card Data Security Standards**

**CONTRACTOR** shall comply with all identity theft laws including without limitation, laws related to: (1) payment devices; (2) credit and debit card fraud; and (3) the Fair and Accurate Credit Transactions Act ("FACTA"), including its requirement relating to the content of transaction receipts provided to Customers. **CONTRACTOR** also shall comply with all requirements related to maintaining compliance with Payment Card Industry Data Security Standards ("PCI DSS"). During the performance of any service to install, program or update payment devices equipped to conduct credit or debit card transactions, including PCI DSS services, **CONTRACTOR** shall verify proper truncation of receipts in compliance with FACTA.

**PSC-41. Compliance with California Public Resources Code Section 5164**

California Public Resources Code Section 5164 prohibits a public agency from hiring a person for employment or as a volunteer to perform services at any park, playground, or community center used for recreational purposes in a position that has supervisory or disciplinary authority over any minor, if the person has been convicted of certain crimes as referenced in the Penal Code, and articulated in California Public Resources Code Section 5164(a)(2).

If applicable, **CONTRACTOR** shall comply with California Public Resources Code Section 5164, and shall additionally adhere to all rules and regulations that have been adopted or that may be adopted by **CITY**. **CONTRACTOR** is required to have all employees, volunteers and Subcontractors (including all employees and volunteers of any Subcontractor) of **CONTRACTOR** working on premises to pass a fingerprint and background check through the California Department of Justice at **CONTRACTOR'S** sole expense, indicating that such individuals have never been convicted of certain crimes as referenced in the Penal Code and articulated in California Public Resources Code Section 5164(a)(2), if the individual will have supervisory or disciplinary authority over any minor.

**PSC-42. Possessory Interests Tax**

Rights granted to **CONTRACTOR** by **CITY** may create a possessory interest. **CONTRACTOR** agrees that any possessory interest created may be subject to California Revenue and Taxation Code Section 107.6 and a property tax may be levied on that possessory interest. If applicable, **CONTRACTOR** shall pay the property tax. **CONTRACTOR** acknowledges that the notice required under California Revenue and Taxation Code Section 107.6 has been provided.

#### **PSC-43. Confidentiality**

All documents, information and materials provided to **CONTRACTOR** by **CITY** or developed by **CONTRACTOR** pursuant to this Contract (collectively "Confidential Information") are confidential. **CONTRACTOR** shall not provide or disclose any Confidential Information or their contents or any information therein, either orally or in writing, to any person or entity, except as authorized by **CITY** or as required by law. **CONTRACTOR** shall immediately notify **CITY** of any attempt by a third party to obtain access to any Confidential Information. This provision will survive expiration or termination of this Contract.

#### **PSC-44. Contractor Data Reporting**

If Contractor is a for-profit, privately owned business, Contractor shall, within 30 days of the effective date of the Contract and on an annual basis thereafter (i.e., within 30 days of the annual anniversary of the effective date of the Contract), report the following information to City via the Regional Alliance Marketplace for Procurement ("RAMP") or via another method specified by City: Contractor's and any Subcontractor's annual revenue, number of employees, location, industry, race/ethnicity and gender of majority owner ("Contractor/Subcontractor Information"). Contractor shall further request, on an annual basis, that any Subcontractor input or update its business profile, including the Contractor/Subcontractor Information, on RAMP or via another method prescribed by City.

## **EXHIBIT 1**

### **INSURANCE CONTRACTUAL REQUIREMENTS**

**CONTACT** For additional information about compliance with City Insurance and Bond requirements, contact the Office of the City Administrative Officer, Risk Management at (213) 978-RISK (7475) or go online at [www.lacity.org/cao/risk](http://www.lacity.org/cao/risk). The City approved Bond Assistance Program is available for those contractors who are unable to obtain the City-required performance bonds. A City approved insurance program may be available as a low cost alternative for contractors who are unable to obtain City-required insurance.

### **CONTRACTUAL REQUIREMENTS**

#### **CONTRACTOR AGREES THAT:**

**1. Additional Insured/Loss Payee.** The CITY must be included as an Additional Insured in applicable liability policies to cover the CITY'S liability arising out of the acts or omissions of the named insured. The CITY is to be named as an Additional Named Insured and a Loss Payee As Its Interests May Appear in property insurance in which the CITY has an interest, e.g., as a lien holder.

**2. Notice of Cancellation.** All required insurance will be maintained in full force for the duration of its business with the CITY. By ordinance, all required insurance must provide at least thirty (30) days' prior written notice (ten (10) days for non-payment of premium) directly to the CITY if your insurance company elects to cancel or materially reduce coverage or limits prior to the policy expiration date, for any reason except impairment of an aggregate limit due to prior claims.

**3. Primary Coverage.** CONTRACTOR will provide coverage that is primary with respect to any insurance or self-insurance of the CITY. The CITY'S program shall be excess of this insurance and non-contributing.

**4. Modification of Coverage.** The CITY reserves the right at any time during the term of this Contract to change the amounts and types of insurance required hereunder by giving CONTRACTOR ninety (90) days' advance written notice of such change. If such change should result in substantial additional cost to CONTRACTOR, the CITY agrees to negotiate additional compensation proportional to the increased benefit to the CITY.

**5. Failure to Procure Insurance.** All required insurance must be submitted and approved by the Office of the City Administrative Officer, Risk Management prior to the inception of any operations by CONTRACTOR.

CONTRACTOR'S failure to procure or maintain required insurance or a self-insurance program during the entire term of this Contract shall constitute a material breach of this Contract under which the CITY may immediately suspend or terminate this Contract or, at its discretion, procure or renew such insurance to protect the CITY'S interests and pay any and all premiums in connection therewith and recover all monies so paid from CONTRACTOR.

**6. Workers' Compensation.** By signing this Contract, CONTRACTOR hereby certifies that it is aware of the provisions of Section 3700 *et seq.*, of the California Labor Code which require every employer to be insured against liability for Workers' Compensation or to undertake

self-insurance in accordance with the provisions of that Code, and that it will comply with such provisions at all time during the performance of the work pursuant to this Contract.

**7. California Licensee.** All insurance must be provided by an insurer admitted to do business in California or written through a California-licensed surplus lines broker or through an insurer otherwise acceptable to the CITY. Non-admitted coverage must contain a **Service of Suit** clause in which the underwriters agree to submit as necessary to the jurisdiction of a California court in the event of a coverage dispute. Service of process for this purpose must be allowed upon an agent in California designated by the insurer or upon the California Insurance Commissioner.

**8. Aggregate Limits/Impairment.** If any of the required insurance coverages contain annual aggregate limits, CONTRACTOR must give the CITY written notice of any pending claim or lawsuit which will materially diminish the aggregate within thirty (30) days of knowledge of same. You must take appropriate steps to restore the impaired aggregates or provide replacement insurance protection within thirty (30) days of knowledge of same. The CITY has the option to specify the minimum acceptable aggregate limit for each line of coverage required. No substantial reductions in scope of coverage which may affect the CITY'S protection are allowed without the CITY'S prior written consent.

**9. Commencement of Work.** For purposes of insurance coverage only, this Contract will be deemed to have been executed immediately upon any party hereto taking any steps that can be considered to be in furtherance of or towards performance of this Contract. The requirements in this Section supersede all other sections and provisions of this Contract, including, but not limited to, PSC-3, to the extent that any other section or provision conflicts with or impairs the provisions of this Section.

## Required Insurance and Minimum Limits

Name: \_\_\_\_\_

Date: 06/06/2024Agreement/Reference: Marketing and Public Relations Consulting Services RFQ

Evidence of coverages checked below, with the specified minimum limits, must be submitted and approved prior to occupancy/start of operations. Amounts shown are Combined Single Limits ("CSLs"). For Automobile Liability, split limits may be substituted for a CSL if the total per occurrence equals or exceeds the CSL amount.

### Limits

☒ **Workers' Compensation (WC) and Employer's Liability (EL)**
WC StatutoryEL 1,000,000
☒ Waiver of Subrogation in favor of City

☐ Longshore & Harbor Workers

☐ Jones Act

☒ **General Liability** City of Los Angeles must be named as an additional insured party
1,000,000
☒ Products/Completed Operations

☐ Sexual Misconduct

☐ Fire Legal Liability

☐
☐ **Automobile Liability** (for any and all vehicles used for this contract, other than commuting to/from work)

☐ **Professional Liability** (Errors and Omissions)

Discovery Period

☐ **Property Insurance** (to cover replacement cost of building - as determined by insurance company)

☐ All Risk Coverage

☐ Boiler and Machinery

☐ Flood

☐ Builder's Risk

☐ Earthquake

☐
☐ **Surety Bonds** - Performance and Payment (Labor and Materials) Bonds

☐ **Crime Insurance**
**Other:** Submitted to Yuri Phaneuf LAPL 213-228-7422

1) In absence of imposed Auto Liability insurance requirements, all contractors using vehicles during the course of their contract must adhere to the financial responsibility laws of State of California.

**LOS ANGELES PUBLIC LIBRARY  
MARKETING AND PUBLIC RELATIONS CONSULTING SERVICES  
Notice of Available Work No. Year-XXX  
Released DATE**

**DESCRIPTION OF PROJECT***Narrative of Project and Deliverables*

Bid Due:                *Date*  
                              *Time*  
                              *Location*

Email Bid To:        *LAPL Staff Email*

Contact:              *LAPL Staff Name*  
                              *Section / Title*  
                              *Telephone Number*

Please email any questions to the contact person identified above.

**OVERVIEW****Project Budget****Project Timeline****Bid Submittal Requirements and Specifications**

In order to be considered for this specific project, please submit the following for review and evaluation by the Library. Provide one bound response to this Notice of Available Work to include:

*Submittal Requirements and Specifications including Cost*

The response must be a high-quality professional submission demonstrating the ability to perform this work in an accurate and efficient manner. The submission will be considered a work-sample for quality and accuracy purposes and will be evaluated accordingly.

**Evaluation**

The evaluation of the submission will be conducted by Library staff and scored in the four criteria stated as below:

<b>CRITERIA CATEGORY</b>	<b>MAXIMUM POINTS</b>
Ability to perform the requested work by demonstrating an understanding of the needs of the Library and Library patrons.	30
Ability to perform the requested work by demonstrating past experience on similar projects.	25

Ability to provide the requested work at a reasonable cost to the Library.	30
Submission of a high-quality professional response demonstrating the ability to perform the requested work.	15
<b>TOTAL</b>	<b>100</b>

The submission which best meets the needs of the Library and the bid submittal requirements and specifications, and has the best cost for the Library will be recommended for the project and a written Notice to Proceed will be issued by the Library.

**Exhibits**

*If Applicable*

All terms and conditions of the Marketing and Public Relations Consulting Services Contract shall remain in full force and in effect.

**THE CITY OF LOS ANGELES  
LOS ANGELES PUBLIC LIBRARY**

By: \_\_\_\_\_

Project Manager  
Los Angeles Public Library

Date: \_\_\_\_\_



**BOARD OF LIBRARY  
COMMISSIONERS**

**VALERIE LYNNE SHAW**  
PRESIDENT

**LINDA BLANK**  
VICE-PRESIDENT

**KELLY BESSER**  
**HIRAM SIMS**  
**MAYRA VALADEZ**

**RAQUEL M. BORDEN**  
BOARD EXECUTIVE ASSISTANT

**CITY OF LOS ANGELES**  
CALIFORNIA



**KAREN BASS**  
MAYOR

**LOS ANGELES  
PUBLIC LIBRARY  
ADMINISTRATIVE OFFICES**

**RICHARD J. RIORDAN**  
CENTRAL LIBRARY  
630 WEST FIFTH STREET  
LOS ANGELES, CA 90071

(213) 228-7515 Phone  
(213) 228-7096 TDD  
(877) 488-4327 TDD  
(TOLL FREE NO.)

**JOHN F. SZABO**  
CITY LIBRARIAN

**DATE**

**CONTRACTOR NAME**  
**CONTRACTOR ADDRESS**  
**CONTRACTOR ADDRESS**

**RE: MARKETING AND PUBLIC RELATIONS CONSULTING SERVICES – NOTICE  
TO PROCEED WITH NOTICE OF AVAILABLE WORK NO. YEAR-XXX**

The Los Angeles Public Library has selected your response to the Notice of Available Work No. YEAR-XXX released on DATE.

All work must be done in conformance with Contract No. C-XXXXXXX between the Los Angeles Public Library and CONTRACTOR NAME and in your response to the Notice of Available Work No. YEAR-XXX released on DATE.

Term of Project:  
Cost / Pricing:

If you have any questions or require additional information, please contact STAFF NAME and TELEPHONE NUMBER.

Sincerely,

NAME  
Project Manager  
Los Angeles Public Library

cc: LAPL Business Office

**BOARD OF LIBRARY  
COMMISSIONERS**

**VALERIE LYNNE SHAW**  
PRESIDENT

**LINDA BLANK**  
VICE-PRESIDENT

**KELLY BESSER**  
**HIRAM SIMS**  
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BOARD EXECUTIVE ASSISTANT

**CITY OF LOS ANGELES**

CALIFORNIA



**KAREN BASS**  
MAYOR

**LOS ANGELES  
PUBLIC LIBRARY  
ADMINISTRATIVE OFFICES**

**RICHARD J. RIORDAN**  
CENTRAL LIBRARY  
630 WEST FIFTH STREET  
LOS ANGELES, CA 90071

(213) 228-7515 Phone  
(213) 228-7096 TDD  
(877) 488-4327 TDD  
(TOLL FREE NO.)

**JOHN F. SZABO**  
CITY LIBRARIAN

DATE

CONTRACTOR NAME  
CONTRACTOR ADDRESS  
CONTRACTOR ADDRESS

**RE: MARKETING AND PUBLIC RELATIONS CONSULTING SERVICES –  
SUPPLEMENTAL NOTICE TO PROCEED WITH NOTICE OF AVAILABLE  
WORK NO. YEAR-XXX**

On DATE, the Los Angeles Public Library issued a Notice to Proceed based on your response to the Notice of Available Work No. YEAR-XXX released on DATE.

The following items are supplemental items which are to be completed as part of the aforementioned Notice to Proceed:

- 1.
- 2.
- 3.

All work must be done in conformance with Agreement No. C-XXXXXXX between the Los Angeles Public Library and CONTRACTOR NAME and in your submitted response to the Notice of Available Work No. YEAR-XXX released on DATE.

If you have any questions or require additional information, please contact STAFF NAME and TELEPHONE NUMBER.

Sincerely,

NAME  
Project Manager  
Los Angeles Public Library

cc: LAPL Business Office