



BOARD OF ANIMAL SERVICES COMMISSIONERS
CITY OF LOS ANGELES
Tuesday, September 11, 2012
10:00 A.M.

**Los Angeles City Hall
200 North Spring Street
Room 1060
Los Angeles, California 90012**

LISA McCURDY
President

KATHLEEN RIORDAN
Vice-President

JIM JENSVOLD
TARIQ A. KHERO
ALANA YAÑEZ

Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. For information please call (213) 482-9501.

Si requiere servicios de traducción, favor de notificar la oficina con 24 horas por anticipado.

COMMISSION MEETING

1. PUBLIC COMMENT PERIOD - (Comments from the public on items of public interest within the Board's subject matter jurisdiction and on items not on the Agenda.)

Public Comments: The Brown Act prohibits the Board and staff from responding to the speakers' comments. Some of the matters raised in public comment may appear on a future agenda.

2. COMMISSION BUSINESS

A. Approval of the Minutes for the Meetings and August 14, 2012 meetings

B. Presentation of Service Pins

3. DISCUSSION ITEMS

A. Report and Discussion on the Establishment of Committee's

4. BOARD REPORTS

A: RFP For Animal Management Software

That the Board authorize the General Manager to release a Request for Proposals (RFP) for the selection of a contractor to provide animal management software; and that the General Manager report back to the Board on the contractor selected based on the recommendations of the evaluation panel.

5. ORAL REPORT OF THE GENERAL MANAGER

Next Commission Meeting is scheduled for 7:00 PM, September 25, 2012, at West Valley Animal Care Center, 20655 Plummer Street, Chatsworth, California 91311

AGENDAS - The Board of Animal Services Commissioners (Board) meets regularly every second (2nd) and fourth (4th) Tuesday of each month at 10:00 A.M. Regular Meetings are held at City Hall, 200 North Spring Street, Room 1060, in Los Angeles, CA 90012. The agendas for Board meetings contain a brief general description of those items to be considered at the meetings. Board Agendas are available at the Department of Animal Services (Department), Administrative Division, 221 North Figueroa Street, 5th Floor, Los Angeles, CA 90012. Board Agendas may also be viewed on the 2nd floor Public Bulletin Board in City Hall East, 200 North Main Street, Los Angeles, CA 90012. Internet users may also access copies of present and prior agenda items, copies of the Board Calendar, MP-3 audio files of meetings as well as electronic copies of approved minutes on the Department's World Wide Web Home Page site at <http://www.laanimalservices.com/CommissionAgendas.htm>

Three (3) members of the Board constitute a quorum for the transaction of business. Some items on the Agenda may be approved without any discussion.

The Board Secretary will announce the items to be considered by the Board. The Board will hear the presentation on the topic and gather additional information from Department Staff. Once presentations have finished, the Board President will ask if any Board Member or member of the public wishes to speak on one or more of these items. Each speaker called before the Commission will have one (1) minute to express their comments and concerns on matters placed on the agenda.

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PUBLIC INPUT AT BOARD MEETINGS – Public Participation on Agenda Items.

Members of the public will have an opportunity to address the Board on agenda items after the item is called and before the Board takes action on the item, unless the opportunity for public participation on the item was previously provided to all interested members of the public at a public meeting of a Committee of the Board and the item has not substantially changed since the Committee heard the item. When speaking to an agenda item other than during Public Comment (see Public Comment below), the speaker shall limit his or her comments to the specific item under consideration (California Government Code, Section 54954.3).

Public Comment. The Board will provide an opportunity for public comment at every regular meeting of the Board. Members of the public may address the Board on any items within the subject matter jurisdiction of the Board as part of Public Comment.

Speaker Cards. Members of the public wishing to speak are to fill out one speaker card for each agenda item on which they wish to speak and present it to the Board secretary before the item is called.

Time Limit for Speakers. Speakers addressing the Board will be limited to one (1) minute of speaking time for each agenda item except in public comment which is limited to three (3) minutes. The Chairperson, with the approval of a majority of the Board, may for good cause extend any speaker's time by increments of up to one (1) minute. Total speaker time on any agenda item will be limited to ten (10) minutes per item and fifteen (15) minutes for Public Comment, unless extended as above.

Brown Act. These rules shall be interpreted in a manner that is consistent with the Ralph M. Brown Act, California Government Code Section § 54950 et seq.

STANDARDS OF CONDUCT. Speakers are expected to behave in an orderly manner and to refrain from personal attacks or use of profanity or language that may incite violence.

All persons present at Board meetings are expected to behave in an orderly manner and to refrain from disrupting the meeting, interfering with the rights of others to address the Board and/or interfering with the conduct of business by the Board.

In the event that any speaker does not comply with the foregoing requirements, or if a speaker does not address the specific item under consideration, the speaker may be ruled out of order, their speaking time forfeited and the Chairperson may call upon the next speaker.

The Board, by majority vote, may order the removal from the meeting of any speaker or audience member continuing to behave in a disruptive manner after being warned by the Chairperson regarding their behavior. Section 403 of the California Penal Code states as follows: "Every person who, without authority of law, willfully disturbs or breaks up any assembly or meeting that is not unlawful in its character, other than an assembly or meeting referred to in Section 302 of the Penal Code or Section 18340 of the Elections Code, is guilty of a misdemeanor".

VOTING AND DISPOSITION OF ITEMS – Most items require a majority vote of the entire membership of the Board (3 members). When debate on an item is completed, the Board President will instruct the Secretary to "call the roll". Every member present

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must vote for or against each item; abstentions are not permitted unless there is a Conflict of Interest for which the Board member is obliged to abstain from voting. The Secretary will announce the votes on each item. Any member of the Board may move to "reconsider" any vote on any item on the agenda, except to adjourn, suspend the Rules, or where an intervening event has deprived the Board of jurisdiction, providing that said member originally voted on the prevailing side of the item. The motion to "reconsider" shall only be in order once during the meeting, and once during the next regular meeting. The member requesting reconsideration shall identify for all members present the Agenda number and subject matter previously voted upon. A motion to reconsider is not debatable and shall require an affirmative vote of three members of the Board.

When the Board has failed by sufficient votes to approve or reject an item, and has not lost jurisdiction over the matter, or has not caused it to be continued beyond the next regular meeting, the issue is again placed on the next agenda for the following meeting for the purpose of allowing the Board to again vote on the matter.



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1. ADMINISTRATIVE APPEAL HEARING (Continued from July 24, 2012)

- A. Barking Dog License Revocation Case Number: BR 11324 WL
Appellant: Mehrdad and Nancy Mavaddat
Complaining Witness: Anthony Kling
Field Operations Supervisor, West Los Angeles Animal Care Center, Lt. Jesse Castillo
Hearing Coordinator, Department of Animal Services, Ross Pool, Management Analyst II

**BOARD OF
ANIMAL SERVICES
COMMISSIONERS**

LISA McCURDY
PRESIDENT

KATHLEEN RIORDAN
VICE PRESIDENT

JIM JENSVOLD

TARIQ A. KHERO

ALANA YANEZ

City of Los Angeles
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

DEPARTMENT OF
ANIMAL SERVICES
221 North Figueroa Street
5th Floor
Los Angeles, CA 90012
(888) 452-7381
FAX (213) 482-9511

BRENDA F. BARNETTE
General Manager

JOHN CHAVEZ
Assistant General Manager

Report to the Board of Animal Services Commissioners

Brenda Barnette, General Manager

COMMISSION MEETING DATE: September 11, 2012 **PREPARED BY:** Ross Pool

REPORT DATE: September 4, 2012 **TITLE:** Management Analyst

**SUBJECT: DISCUSSION OF BOARD REQUEST FOR INFORMATION IN
CREATING BOARD COMMITTEES**

On August 14, 2012, the Board of Animal Services Commissioners (Board) raised the concept of establishing committees to assist the Board in reviewing upcoming policies and other agenda items. The Department has reviewed current codes and conferred with the City Attorney's office to best assess the proposal.

Normally, committees and sub-committees are created to assist boards and commissions with the decision-making process. A committee would review policies and recommend to the board what actions should be taken.

The Los Angeles City Charter, Section 501 through 503 sets up commissions for departments it creates, outlining the appointment and removal process for commissioners and detailing the organization of a board (commission). Duties for commissions created, including the Board of Animal Services Commissioners, are set forth in the City's Administrative Code, Section 22.4, Board of Commissioners. Section 22.4 states, "There shall be a Board of Animal Services Commissioners (Board) who shall be appointed, removed and organized in accordance with Charter Section 501-503." Both the City Charter and Administrative Code delineate the creation of a commission, along with its basic duties. Nowhere in the two sections does it spell out the creation of committees or sub-committees.

In the absence of any written or formal criteria for establishment of commission committees, it falls to the respective board to establish relevant committees. Committees may be established by a vote of the Board and be appointed by the Board

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President. Once established, a committee must follow the rules for a government open meeting that are set forth in the Brown Act. These include the publishing of agendas and documents at least 72 hours in advance of the meeting. Included in the agenda are the time, place and subject matter to be discussed at the meeting. In addition, minutes of the meeting must be maintained as a permanent record of the committee's activities.

Due to the limited number of Board members, the number of committees and their actions would be severely limited. Each committee created could have no more than two (2) members. Any more than two members would constitute a quorum of the Board and thus constitute a Commission meeting.

From a practical standpoint, the Department would have a difficult time staffing any committees created by the Board. The requirement to create agendas, reports and minutes would put a severe strain on our administrative section due to reductions in staff.

Approved:

Brenda Barnette, General Manager



**City of Los Angeles
Department of Animal Services**

REQUEST FOR PROPOSALS

For the Selection of a Contractor to Provide

Animal Management Software

In the City of Los Angeles

RFP Release Date:
TBD

Deadline to Submit Proposals:
TBD

Deliver to:
Attention: Ross Pool
Department of Animal Services
221 North Figueroa Street, Suite 500
Los Angeles, California 90012

RFP and Contract Administrator:
Phone: (213) 482-9501
Fax: (213) 482-9511
ross.pool@lacity.org

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I. INTRODUCTION

Summary

The Department of Animal Services is seeking proposals from qualified vendors (proposers) for state-of-the-art, animal management software that will enable the Department to manage the animals in its shelters including impounds, kennel/medical care and records, adoptions and other outcomes. The software would also need to provide the ability to manage animal licensing and permits online, by mail, and in person; manage and document officer investigations, including evidence and humane investigations; and manage calls for service and dispatching.

The City of Los Angeles covers almost 500 square miles with approximately four million citizens. In 2011, the department took in 65,984 cats, dogs, rabbits and other animals. The Department needs a system that will enhance the quality and efficiency of services that it currently now provides. The selected proposer must be capable of providing the best platform, implementation, installation services, application training and support to successfully implement a fully functioning animal management information system which will best meet the Department's needs. The proposed system will be used by staff at six animal care centers, the administrative offices and officers in the field.

Definitions

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

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

Scope of Work

The successful proposal needs to offer the following:

- Demonstrated experience with governmental agencies and with enterprise-level applications that handle upwards of 3.8 million entries annually and over 300 users at multiple locations.
- A detailed plan and schedule to transition from the Department's existing animal shelter software to a new or updated system (as applicable), including any required data conversion, report and/or document conversion and development, application training for staff and as-needed technical support after the new or updated system is activated.
- The chosen contractor must ensure that there will be no negative impact to the Department or the public as a result of the change in software or service providers.
- A detailed implementation plan, including conversion project management, training for approximately 300 employees, and a year of as-needed, implementation-related technical support after the new or updated system is activated.
- A detailed cost breakdown for the entire implementation, including data conversion and costs related to query (report-writing) tools or any customization costs to develop new reports needed for Animal Services. Proposers must provide information on any applicable pricing tiers, fees and discounts to an organization the size of the City of Los Angeles.
- Emergency and contingency plans to address prospective system failures.
- A detailed explanation of the levels and cost of application support available.

- The application must provide the Department with efficient ways to communicate with the public including the ability to generate license renewal and informational notices regarding their animals. The system must also offer efficient ways to extract data such as customizable, built-in reports, the ability to write unlimited, ad hoc reports and the ability to directly query the database. In addition, the Department will need to be able to import and export data from our website, online licensing, donation and vet portal applications as well as Wells Fargo's lockbox processing center and any legacy or future applications with which the Department may be required to develop or interface.
- The application must provide different levels of security access from read-only to administrator.
- The application must secure data fields entered in a manner that does not allow the system to advance without required information entered and saved; and must not allow the end-user to alter data entered without secure levels of authorization.
- The application must be able to provide address verification for addresses within the City of Los Angeles.
- The application must be able to accommodate separation of data for individual locations and client cities.
- The application must be able to support multi-site dispatch and tracking of staff in the field.
- The application must be able to support barcode scanning for daily kennel inventory, animal medications, to-do lists and microchip entry.
- The application must allow Department staff to schedule and manage software updates.
- The application must allow the Department to determine individual field names seen by staff, the content of drop-down lists, add or delete drop-down lists and determine which fields are searchable. The application must also have additional, blank, customizable fields available for the Department to use for specialized data that the Department wishes to keep separately.
- The application must provide graphical kennel cage management tools for staff with the ability to make cages and animals contained therein available to the public.
- The proposer must provide the ability to prevent, minimize and correct data-entry errors, including the prevention of duplicate records. These methods have to be available to Department staff without having to contact the vender.
- The application must provide the ability for department staff to easily track changes to records by user, time and what was changed.
- The ability to interface with the Siebel CRM software being implemented by the City's 3-1-1 system would be a plus.
- GIS mapping of different types of data is highly desirable.

The Department will own exclusive rights to all data imported or entered into any proposed application and such data may not be used by the proposer in any way without permission from Department management.

Personal Services Agreement

The animal management software contractor will provide these services under a Personal Services Agreement with the City of Los Angeles. As per the City Charter, such agreements are entered into through a competitive process. To be considered for award of an agreement, interested parties must respond to this RFP according to the instructions and guidelines stated herein. The proposer(s) who demonstrates it is the most qualified to provide the required services, at the best overall value to the City, will be recommended for award.

The Board of Animal Services Commissioners awards contracts for the Department based on recommendations from staff and a review committee. Subsequent to consideration and approval of award

by the Board, the agreement will be subject to review by the City Attorney and the Mayor's Office, and subject to approval by the City Council, prior to execution and start of services.

Minimum Requirements

The contractor must have at least five years of recent experience successfully providing animal management software for governmental animal care and control organizations.

Term

Unless terminated earlier pursuant to the agreement or pursuant to termination provisions within the attached exhibits incorporated herein, the term of the agreement will be for two years, renewable at the City's discretion for three additional one-year terms, for a maximum of five years.

Estimated Value of Agreement

The Department budgeted \$26,000 this Fiscal Year (July 2012 through June 2013) to pay for unlimited support and a maintenance license for its animal management software costs; it is expected that this amount will also be budgeted in subsequent years. In addition, the Department is expecting that implementation costs, including training, will range from \$50,000 to \$100,000.

II. ABOUT THE DEPARTMENT OF ANIMAL SERVICES

Services at the Animal Care Centers

The Department offers a wide range of programs and services, including wildlife management and companion animal field services, pet adoption, licensing, low-cost spay/neuter services, microchipping, foster programs, volunteer programs, permits, prevention of animal cruelty, and community outreach programs, among others. Many of our services and programs are offered through our Animal Care Centers located throughout Los Angeles, where staff receive stray or turned-in animals, and after an initial check-up, hold the animals for the legally required period of time before placing them up for adoption. The centers' veterinary staff looks after the health of the center's animals and treats those needing special care.

New and Expanded Animal Care Centers

With the passage of the City's Proposition F, the Fire and Animal Facilities Bond, Los Angeles voters signaled their support for new, expanded, and modern facilities for animal care and human interaction. Seven new or expanded facilities now provide community-oriented animal care, a safe environment for animals in the Department's care, and establish community relationships to enhance responsible pet ownership and to increase the number of pets reclaimed by owners or adopted to new homes. Each new or expanded center features comfortable and safely designed public areas and state-of-the-art veterinary care, examination, and observation spaces. All include a major expansion of dog kennel space and large kitchens for preparing animal meals. They feature "get-acquainted" rooms for cats and outdoor yards for the adopter to get to know dogs and other animals. The new outdoor kennels keep animals comfortable with radiant heating built into the concrete kennels for winter, and misting systems for hot days, while human visitors will enjoy the garden settings of the kennel areas. Large community rooms will be used for everything from staff training to community events.

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

III. PERSONAL SERVICES AGREEMENT

The proposed Personal Services Agreement will be entered into to provide animal management software. Portions of the top-ranked proposal may be incorporated into the final executed Agreement.

IV. REQUIREMENTS FOR SUBMITTING A PROPOSAL

A. Deadline for Submission

To be considered, proposals must be received on or before [Date, Month Year], 3:00 p.m. Pacific Time, at the address listed below.

B. Where to Submit your Proposal

Submit your proposal in a sealed envelope or box labeled "Proposal to Provide Animal Management Software." Indicate your name and address on the outside and deliver to:

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

C. Number of Copies

Please provide one (1) original and five (5) photocopies and plainly identify the respective documents.

D. Administrative Requirements for Submittal

All proposals must adhere to the following:

1. Acknowledgment of Terms and Conditions: A proposal submitted in response to this RFP shall constitute acknowledgment and acceptance of all terms and conditions set forth herein. Failure of the successful proposer to accept these obligations may result in cancellation of the Contract award.
2. Format of Proposals: Proposals must be typewritten, in English, and should be prepared simply and economically, avoiding the use of unnecessary promotional materials.
3. The RFP and the top-ranked proposal, or any part thereof, may be incorporated into and made a part of the Contract. The City reserves the right to further negotiate the terms and conditions of the Contract with the selected Contractor.
4. The City reserves the right to withdraw this RFP at any time, to reject any and all proposals, to choose not to award a Contract, and to waive any informality in the process when to do so is in the best interest of the City.
5. A proposer may withdraw a submitted proposal in writing at any time prior to the specified due date and time. Faxed withdrawals will be accepted. A written request to withdraw, signed by an authorized representative of the proposer, and must be submitted to the Department at the address specified herein for submittal of proposals. After withdrawing a previously submitted proposal, the proposer may submit another proposal at any time up to the specified submission deadline. All proposals submitted and not withdrawn prior to the end of the submission deadline may not

be withdrawn after the submission deadline for a period of ninety (90) days following the deadline for submission of proposals specified in this RFP.

6. **Timeliness of Proposals:** Allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely-submitted proposals will be opened and the name of the proposer(s) may be announced. No other information about the proposals will be made public until after a recommendation for award is made to the Board.
7. **Deadline Extension:** The City reserves the right to extend the deadline for submission should such action is in the best interest of the City. In the event the deadline is extended, proposers will have the right to revise their proposals. Proposals may be withdrawn personally, by written request, prior to the scheduled closing time for receipt of proposals.
8. All proposals submitted in response to this RFP become the property of the City.
9. **Prohibition of Communication during Evaluation Period:** After the submittal of proposals and continuing until a Contract has been awarded, all City personnel involved in the RFP will be specifically directed against holding any meetings, conferences, or technical discussions with any proposer except as provided in the RFP. Questions regarding this RFP should be directed only to the RFP/ Contract Administrator indicated on the cover. Failure to comply with this requirement may terminate further consideration of that proposal.
10. **Cost of Preparation:** All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any expenses incurred by the proposer in the preparation and/or submission of the proposal.
11. **Questions:** For questions regarding this RFP, contact Ross Pool at (213) 482-9501, or at ross.pool@lacity.org.

V. CONTENTS OF SUBMITTED PROPOSALS

ALL information requested must be included in your submitted proposal. The proposal must include:

A. Cover Letter

Include a cover letter from, and signed by, your authorized representative indicating intent in providing the requested services. The cover letter must provide complete contact information of the person(s) authorized to speak on the proposer's behalf regarding the proposal. Include the name and title of this person, mailing address, telephone, fax, and email addresses.

B. Financial Capability

Provide copies of bank statements, letters of credit, etc., to demonstrate sufficient financial capability to cash flow the operation during the initial period and through the entire term of the Contract, including sufficient resources to provide adequate staffing, and to provide required bonds. (**Note:** You do not need to submit multiple copies of documentation to demonstrate financial capability. You must include this in your original submittal, but may omit in the copies of your proposal.)

C. Qualifications and Experience

Contractor must have experience providing animal management software to governmental animal care and control organizations. Include in your proposal:

- A detailed description of key employees' qualifications and credentials. Include resumes of key staff.
- Provide a list of at least three to five references for the last five years, preferably for organizations similar in size to Los Angeles.
- For how many animal care and control organizations do you provide animal management software? For how many years and what specific services did you provide? Were these services hosted by the client animal care facilities, by your company, or in some other fashion?
- What is your experience providing this software system to a governmental animal care and control organization the size of Los Angeles: four million people, six shelters, nearly 500 square miles, 64,000 animal intake yearly, and 3.8 million entries into its existing system?

Please explain any disciplinary actions, suspensions of license, claims, etc., if any against your company.

D. Description of Animal Management Software

Submit a description of your animal management software. Your proposal must ensure that there will be no negative impact to the Department or the public as a result of the change in software or service providers.

Your proposal must also address your software's ability to manage the items below and your organization's ability to provide:

- A detailed plan and schedule to transition from the Department's existing animal shelter software to a new or updated system (as applicable), including any required data conversion, report and/or document conversion and development, application training for staff and as-needed technical support after the new or updated system is activated.

- A detailed implementation plan, including conversion project management, training for approximately 300 employees, and a year of as-needed, implementation-related technical support after the new or updated system is activated.
- Emergency and contingency plans to address prospective system failures.
- A detailed explanation of the levels and cost of application support available.
- The application must provide the department with efficient ways to communicate with the public including the ability to generate license renewal and informational notices regarding their animals. The system must also offer efficient ways to extract data such as customizable, built in reports, the ability to write unlimited, ad hoc reports and the ability to directly query the database. In addition, the department will need to be able to import and export data from our website, online licensing, donation and vet portal applications as well as Wells Fargo's lockbox processing center and any legacy or future applications with which the department may be required to develop or interface.
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- The application must provide the ability for Department staff to easily track changes to records by user, time and what was changed.

The Department will own exclusive rights to all data imported or entered into any proposed application and such data may not be used by the proposer in any way without permission from Department management.

E. Proposed Fees Worksheet

Indicate your proposed fees in a proposed fees worksheet. You must provide a detailed cost breakdown for the entire implementation, including data conversion and costs related to query (report-writing) tools or any customization costs to develop new reports needed for Animal Services. Proposers must provide information on any applicable pricing tiers, fees and discounts to an organization the size of the City of Los Angeles. In addition, please provide future year's maintenance costs.

F. Additional Information (if any)

Up to this point, the Department has required you to address its “must-have” requirements. You may describe other creative solutions that may be in the Department’s interest to consider in the future or as part of this proposal. Please provide any additional information which you believe will further demonstrate your ability to meet or exceed the requirements listed in this RFP. Additional information may address:

- The ability to interface with the Siebel CRM software being implemented by the City’s 3-1-1 system.
- GIS mapping of different types of data.
- The ability to provide reports by Zip Codes or City Council districts.
- Any other information which further demonstrates your ability to achieve the Department’s goals

If no additional information is to be provided, state “*No additional information to provide.*” in response to this section.

G. Administrative Requirements and Forms

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

Forms and complete instructions are found in the companion document “Administrative Requirements and Forms,” distributed with this RFP and available through the RFP administrator indicated on the cover of this RFP. You do not need to submit multiple copies of these forms; you must include them in your original submittal, but may omit them in the copies of your proposal.

Documents to be included with your proposal are:

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

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

VI. ADDITIONAL REQUIREMENTS OF SELECTED CONTRACTOR

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

- Americans with Disabilities Act Certification
- Child Support Certificate of Compliance
- Los Angeles Residence Information (location of selected contractor's headquarters and percentage of workforce residing in Los Angeles)
- LWO/SCWRO Compliance forms
- Slavery Disclosure Affidavit
- Contractor Responsibility Ordinance Pledge of Compliance
- Form W-9

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

- Copy of Los Angeles Business Tax Registration Certificate (BTRC) for the Clinic
- Proof of Insurance, subject to City approval

VII. REVIEW, EVALUATION, AND AWARD

A. Minimum Requirements

1. Review of Proposals

Staff will review all proposals to determine if they meet the minimum requirements contained in this RFP. The Department reserves the right to request additional information to clarify a submitted proposal.

2. Financial Capability

Proposer must demonstrate that it has sufficient financial capability to cash flow the operation during the initial period and through the entire term of the Contract.

Proposers who fail to meet the minimum requirements stated herein, or who fail to demonstrate sufficient financial capability, may be disqualified from further evaluation and may be deemed non-responsive. Proposers will be further evaluated as follows:

B. Evaluation

An evaluation panel will be convened to evaluate proposals. For those proposers who have met the minimum requirements, this panel may interview them, conduct software demos, speak to references and will be asked by the Department to recommend an award of a contract. Said panel may be comprised of Department staff and/or other appropriate experts.

Proposals will be rated according to the criteria and point scale below. Maximum points are 84:

Criteria:	No pass	Poor	Fair	Good	Excellent
Experience, Qualifications: What have you accomplished or are currently doing? 20%					
Relevant experience of proposer as a group/company/firm	0	1	2	3	4
Relevant experience of the proposer's management and staff	0	1	2	3	4
Successful ability to provide similar services, demonstrated through previous experience, history, and other facts; experience may be in providing services to the City of Los Angeles, other government agencies, and/or in the private sector	0	1	2	3	4
Meets or exceeds required qualifications	0	1	2	3	4
Demonstrated experience handling the data entry required of an organization the size of Los Angeles					
Do references corroborate the proposer's knowledge, skills, and abilities?	0	1	2	3	4
Description of animal management software: 45%					
Software's ability to meet departmental needs	0	1	2	3	4
Does the proposer provide a detailed plan to transition from one system (if applicable) to another with no negative service impact? (This includes emergency and contingency plans.)	0	1	2	3	4
Plans to implement system, train staff and provide technical support are comprehensive	0	1	2	3	4
Does the proposal address effective communication with the public, including licensing renewals and other animal-related notices?	0	1	2	3	4
Does the software offer appropriate address verification, data extraction and separation, report writing, importing-exporting, and queries?	0	1	2	3	4
Is the software secure and does it have the safeguards needed to minimize tampering of data? Can it easily track changes to records by user, time, and data changed?	0	1	2	3	4
Can the software dispatch staff and track their activities in the field?	0	1	2	3	4
Can the software assist the Department various inventory needs using bar codes? Does it provide graphical cage management tools for staff and the public?	0	1	2	3	4
Is the software user-friendly, allowing staff to update/manage/edit/change fields? Does it prevent duplicate records?	0	1	2	3	4
Financial Capability 5%					
Provides all information requested in the RFP	0	1	2	3	4
Demonstrates sufficient financial capability to provide software and services.	0	1	2	3	4

Cost to City: Is it the best overall value to the City? 30%

Proposed fees and overall value to the City	0	1	2	3	4
Fees are demonstrated to be feasible, appropriate, and within budget?	0	1	2	3	4
Detailed explanation of the levels and cost of application support	0	1	2	3	4
Does the proposer clearly identify costs related to report-writing, or customization? Are pricing tiers, fees and discounts included?	0	1	2	3	4
Does the proposer provide creative solutions that may result in departmental improvements/efficiencies?	0	1	2	3	4

All proposals will be evaluated solely on the basis of the criteria listed above and the ranking of any review panel will serve solely to assist Department staff to evaluate the merits and viability of each proposal. Staff will independently formulate a recommendation to the General Manager, who will be free to accept or reject the review panel's recommendation and present his/her recommendation to the Board in a Board report. The Board will consider the General Manager's recommendation during a public Board meeting and may accept or reject the General Manager's recommendation in making their decision as to the selection, stating publicly the reasons for their action. The proposed Contract is subject to review by the Office of the Mayor, the City Attorney and the City Council's approval or rejection pursuant to Charter Section 373.

C. Award of Contract

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

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

D. Contractual Arrangements

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

E. Verification of Information

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

VIII. ATTACHMENTS

Attachment A: Administrative Requirements and Forms

Administrative Requirements and Forms

These are attached and include:

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

Persons who submit a response to this solicitation (bidders) 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 the Administrative Requirements and Forms Attachment) 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](tel:2139781960) or ethics.lacity.org.

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BRENDA BARNETTE
GENERAL MANAGER

JOHN D. CHAVEZ
ASSISTANT GENERAL MANAGER

Report to the Board of Animal Services Commissioners

COMMISSION MEETING DATE: September 11, 2012

PREPARED BY: Brenda F. Barnette, General Manager

REPORT DATE: September 6, 2012

SUBJECT: RFP FOR ANIMAL MANAGEMENT SOFTWARE

BOARD ACTIONS RECOMMENDED:

1. That the Board authorize the General Manager to release a Request for Proposals (RFP) for the selection of a contractor to provide animal management software.
2. That the General Manager report back to the Board on the contractor selected based on the recommendations of the evaluation panel.

SUMMARY

On April 24, 2012 and May 22, 2012, the Commission heard the Department's request to issue a Request For Proposal (RFP) for animal management software. This software is required to manage and track animal shelter data such as intake and outcomes, adoptions, inventory, spay/neuter, licensing, medical history, and other key information.

At these meetings, Board members had questions about the RFP, requested that staff have the Information Technology Agency review the document, and after this review, return with a revised RFP. Animal Services complied with this direction and is submitting the attached RFP for review and approval.

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Subject: RFP for Animal Management Software

BACKGROUND

Animal Services contracted with HLP, Inc. in 2000 for its animal management software, or “Chameleon.” Chameleon manages and tracks animal shelter data; this information resides on a server. The Department extracts this data and run reports for the public and elected officials. The Department also uses this data to determine how well it is providing animal control and care services.

For example, in the Department’s “WoofStat¹” meetings, the General Manager uses Chameleon-generated reports to show trends relative to citations, adoptions, spay/neuter surgeries, and live save rates, among others. When it is apparent that a trend is occurring, or if there is a spike in a metric, staff analyzes the cause and effect, as well as how to minimize the trend, or try to replicate it across shelters. By continuously monitoring key performance measures – obtained primarily by using its animal management software – the Department can efficiently use its resources to achieve its objectives.

Since information technology changes rapidly, the Department believes that after 12 years with the same system, it is prudent to determine whether there is a more efficient and effective animal data management system that can benefit the Department.

PROPOSED SCOPE OF WORK

At the May 22, 2012 Board meeting, the Department presented a draft RFP. The Board made recommendations to the proposed scope of work. These proposed changes are incorporated into the RFP.

The successful proposal must offer the following:

- Demonstrated experience with governmental agencies and with enterprise-level applications that handle upwards of 3.8 million entries annually and over 300 users at multiple locations.
- A detailed plan and schedule to transition from the Department’s existing animal shelter software to a new or updated system (as applicable), including any required data conversion, report and/or document conversion and development, application training for staff and as-needed technical support after the new or updated system is activated.

¹ “WoofStat” gets its name from “CompStat,” a computerized crime analysis system used by Chief William Bratton in the New York Police Department. This is a statistical tool for crime reduction which maps crimes and identifies problems. In regular meetings, police brass meet with commanders to discuss problems, devise strategies and solutions to solve problems. Animal Services is using a similar approach, called “WoofStat,” to address animal control and care issues.

Subject: RFP for Animal Management Software

- The chosen contractor must ensure that there will be no negative impact to the Department or the public as a result of the change in software or service providers.
- A detailed implementation plan, including conversion project management, training for approximately 300 employees, and a year of as-needed, implementation-related technical support after the new or updated system is activated.
- A detailed cost breakdown for the entire implementation, including data conversion and costs related to query (report-writing) tools or any customization costs to develop new reports needed for Animal Services. Proposers must provide information on any applicable pricing tiers, fees and discounts to an organization the size of the City of Los Angeles.
- Emergency and contingency plans to address prospective system failures.
- A detailed explanation of the levels and cost of application support available.
- The application must provide the Department with efficient ways to communicate with the public including the ability to generate license renewal and informational notices regarding their animals. The system must also offer efficient ways to extract data such as customizable, built-in reports, the ability to write unlimited, ad hoc reports and the ability to directly query the database. In addition, the Department will need to be able to import and export data from our website, online licensing, donation and vet portal applications as well as Wells Fargo's lockbox processing center and any legacy or future applications with which the Department may be required to develop or interface.
- The application must provide different levels of security access from read-only to administrator.
- The application must secure data fields entered in a manner that does not allow the system to advance without required information entered and saved; and must not allow the end-user to alter data entered without secure levels of authorization.
- The application must be able to provide address verification for addresses within the City of Los Angeles.
- The application must be able to accommodate separation of data for individual locations and client cities.
- The application must be able to support multi-site dispatch and tracking of staff in the field.
- The application must be able to support barcode scanning for daily kennel inventory, animal medications, to-do lists and microchip entry.
- The application must allow Department staff to schedule and manage software updates.
- The application must allow the Department to determine individual field names seen by staff, the content of drop-down lists, add or delete drop-down lists and determine which fields are searchable. The application must also have additional,

Subject: RFP for Animal Management Software

blank, customizable fields available for the Department to use for specialized data that the Department wishes to keep separately.

- The application must provide graphical kennel cage management tools for staff with the ability to make cages and animals contained therein available to the public.
- The proposer must provide the ability to prevent, minimize and correct data-entry errors, including the prevention of duplicate records. These methods have to be available to Department staff without having to contact the vender.
- The application must provide the ability for department staff to easily track changes to records by user, time and what was changed.
- The ability to interface with the Siebel CRM software being implemented by the City's 3-1-1 system would be a plus.
- GIS mapping of different types of data is highly desirable.

The Department will own exclusive rights to all data imported or entered into any proposed application and such data may not be used by the proposer in any way without permission from Department management.

The Board directed Animal Services to have this RFP reviewed by ITA. On June 14, 2012, Brenda Barnette and John Chavez met with then-General Manager, Randi Levin, and Executive Officer, Mark Wolf, to discuss the RFP. In addition, ITA staff, and an outside expert in both systems and animal welfare, have reviewed our RFP and provided us with input that has been incorporated.

Finally, the General Manager, after proposals have been reviewed and scored, will report back to the Board on the evaluation process and the final recommendation.

FISCAL IMPACT:

This cannot be determined until proposals and their respective costs are submitted to the Department. Preliminary research indicates that a switch to a new contractor may require an additional \$50,000 to \$100,000 in implementation costs.

Approved:

Brenda F. Barnette, General Manager

Attachment

Subject: RFP for Animal Management Software

BOARD ACTION:

_____ Passed

Disapproved _____

_____ Passed with noted modifications

Continued _____

_____ Tabled

New Date _____