



**THE WALL**  
*Las Memorias*

The Wall Las Memorias

**Request for Qualifications for:  
THE RENOVATION OF  
THE WALL LAS MEMORIAS MONUMENT**

**At:**

**3600 N. Mission Road, Los  
Angeles, CA 90031**

**Release Date:** December 6, 2016  
**Pre-Proposal Conference:** December 21, 2016  
**Due Date:** January 13, 2017

**Deliver To:** Richard L. Zaldivar  
The Wall Las Memorias  
5619 Monte Vista Street  
Los Angeles, CA 90042

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## **REQUEST FOR QUALIFICATIONS FOR RENOVATION OF THE WALL LAS MEMORIAS**

### **I. INTRODUCTION**

Inspired by the events that occurred in the summer of 1993, The Wall-Las Memorias Project (TWLMP) was created with the mindset of bringing HIV/AIDS awareness to the Latino community. The movement began when founder, Richard Zaldivar was confronted with the news of a close friend testing positive for HIV. After observing the reaction and guilt in his friend, Richard was determined to create an avenue of dialogue dedicated to educating both his community and the rest of the world about HIV/AIDS prevention.

Using the knowledge gained from his days as community organizer and field deputy to legendary city councilman Art Snyder, Richard fostered the idea of building a wall panel of the Virgin de Guadalupe with the names of 200 people who died from AIDS. The wall would stand in the east-northeast area of Los Angeles as a physical representation of the struggle carried on by many men and women affected by the illness.

That idea quickly turned into a vision for a monument, one which would mark the beginning of a movement for change.

The Wall-Las Memorias Project was founded on December 1st, 1993 and work quickly began on bringing to life the vision of an AIDS monument in Lincoln Park. With strong community support for the project, local elected officials—including then State Assemblyman Gil Cedillo, Governor Gray Davis, and Los Angeles Mayor James Hahn—helped secure state and local public funding for the monument, making it the first publicly funded AIDS monument in the nation.

The campaign to construct the monument lasted eleven years and was often met by opposition, which was overcome through the strong support and generosity of the community. The project recruited support from youth, parents, LGBT, ministers from the Catholic, Protestant, Evangelical community as well as elected officials, entertainers and other community leaders.

Richard's vision finally came to life on December 1st, 2004. The dedication of the AIDS monument was attended by over 1500 members from across the community. Laura Diaz of CBS L.A., Francisco Pinto from Univision, Dionne Warwick, Apollonia Kotero and Lupe Ontiveros, as well as the Los Angeles Gay Men's Choir, were some of the luminaries present that night.

The site of The Wall Las Memorias is in need to rejuvenation and renovation. Anticipated improvements include new landscaping, updated irrigation system, new pedestrian level lighting, security cameras, interpretive signage and hardscape/walkway improvements. The Agency is looking for an innovative and artistic approach to these design elements which will best communicate the site to the public. This project includes renovation of the site and does not include any improvements to the memorial exhibits or installations.

**A non-mandatory preconference meeting will be schedule for December 21, 2016 at 11:30 AM at the project site located at 3600 N. Mission Road, Los Angeles, CA 90031**

## **II. OBJECTIVE OF THE REQUEST FOR QUALIFICATIONS**

The objective of this RFQ is to contract with a Landscape Architect in order to generate conceptual ideas for consideration by the board of directors of The Wall Las Memorias Project for renovation of the monument site. The anticipated elements for renovation include, concrete pathways, lighting, security cameras, landscape, irrigation and interpretive signage. The approved concept will be progressed to design development and construction document level plans. Professional services for grant support coordination, bid phase and construction phase will be included in this project.

The estimated total budget available for the design and construction is \$350,000. It will be at the sole discretion of The Wall Las Memorias and its board of directors to this agreement.

- Attend kick-off meeting with Agency Leadership to establish program direction, timeline and deliverables.
- Preparation of three (3) alternative concept designs of the renovated park space;
- Presentation to advisory committee, Community, civic leaders and board of directors
- Final Preferred Concept Plan
- Design Development Plan
- Construction Documents (60, 90, 100% submittals)
- Grant Support Coordination
- Six (6) Project Design Team Meetings and two (2) Group Meetings with Neighborhood Representatives.
- Professional Services during Bid and Construction Phases.
- Record Drawings

## **III. STATEMENT OF QUALIFICATION ITEMS**

In the written Statement of Qualifications (SOQ), proposers should include explicit, detailed responses to each of the SOQ Items. The selected proposer must be willing and able to commit to the responses to the SOQ Items, the general content of the Sample Contract (Exhibit X), and the Standard Provisions for Los Angeles City and County.

The following SOQ Items, in part, will comprise the fundamentals of the proposed Contract. Proposers must provide a written response to each of the following SOQ Items, which are explained in further detail here:

- Executive Summary (35 Points)
- Background and Experience (20 Points)
- Proposed Work Plan (45Points)
- Standard Agreement

Proposers must respond to each of the following items in their written SOQ. Each response must correspond with each of the items contained herein. The submittal is limited to ten (10) typed pages (single space, Times Roman, minimum 10 pt font), bound (comb, spiral, staple) and an Appendix with Key Personnel Resumes. Page count does not include cover letter, table of contents or dividers. SOQ should be signed by a firm representative authorized to obligate the firm in a legal contract. [Please add photos/portfolio of your work as an addendum to the proposal.](#)

Any questions regarding this RFQ must be addressed in writing no later than January 6, 2017 to:

**Richard Zaldivar at: [Richard.Zaldivar@TWLMP.ORG](mailto:Richard.Zaldivar@TWLMP.ORG)**

Submit one original and 3 copies of the submittal by 3:00PM January 13, 2017 to:

**Richard L. Zaldivar  
The Wall Las Memorias  
5619 Monte Vista Street  
Los Angeles, CA 90042**

Submission will only be accepted by US Mail, hand-delivery, or courier/overnight. Electronic submission or faxed submittals will be rejected. Any submittals arriving after January 13, 2017 will be rejected.

At its discretion, the Agency may select up to **four (4)** top ranked firms to interview based on their submittals. One (1) firm will be chosen by the Agency from the interview process to proceed to fee and contract negotiation stage. Should the Agency be unable to come to an agreement with the top ranked firm, the next firm in order of ranking will be approached to enter the fee and contract negotiation phase.

**1. EXECUTIVE SUMMARY**

The Executive Summary must be limited to one (1) typed page (single-space, Times Roman – minimum 10 pt font) and must provide a comprehensive but concise summary of the Proposer’s understanding of the requirements of this RFQ, a description of the Proposer’s approach to providing the services requested in this RFQ, and clearly state why the Proposer is the best qualified entity to perform the programs and services outlined in this RFQ. Also, include the name and address of the proposing business entity and the point of contact name, telephone number and e-mail address.

**2. BACKGROUND AND EXPERIENCE**

The Proposer must clearly demonstrate its background and experience in providing PS&E for park renovation and professional services requested in this RFQ. If this is a new company, partnership, joint venture, or nonprofit organization formed for the purpose of responding to this RFQ, and if awarded, for the design services under the proposed contract, describe the background and qualifications of each of the key personnel and subconsultants, as they pertain to satisfying the requirements of this RFQ.

**2.1 Firm Description (1 page maximum)**

Proposers must include a response to each submittal item listed below:

- Address of Local Office.
- Time in Business (in years and months).
- Type: Sole Proprietorship, Partnership, Joint Venture, Corporation, or Limited Liability Company (LLC), etc.
- Size of Company (number of employees).
- Business Entity Organizational Chart.
- List of other Operational Locations (if applicable)
- Names of Key Project Management Staff and Subconsultants
- Include Key Personnel and Subconsultant Resumes in an Appendix

## **2.2 Experience (2 pages maximum)**

Description of proposing entity's experience in and knowledge of similar park renovation projects. Proposers must include a response to each item listed below (if none, so state in response to each item):

- Description of similar professional design services specific to park renovation projects ~~within the past five (5) years.~~
- Description of similar professional landscape architecture experience for government agencies ~~within the past five (5) years.~~
- Additional information which demonstrates Proposer's experience and qualifications.

## **2.3 References (1 page maximum)**

Proposers must include a minimum of three (3) business references with whom the primary firm conducted similar design services, which the Agency may contact to verify relevant past performance. Include company names, contact names, addresses, telephone numbers, and the nature and scope of the business relationship.

## **3. PROPOSED WORK PLAN**

This and the following sections pertain to the Proposer's PROPOSED design services in responding to Section II. It is highly recommended that Proposers prepare a response that reflects their understanding of working with the Agency/County of Los Angeles. The proposer's Work Plan must include, but shall not be limited to, the following items (Proposers must include a response to each item listed below):

### **3.1 Project Understanding (1 page maximum)**

- The firm's SOQ adequately demonstrates an understanding of the Project and familiarity with the project area; familiarity with recreational projects (with an emphasis on parks and recreation facility design).
- Note: Firms should not simply restate the information contained in this RFQ; this evaluation criteria requires that the submittal identify other opportunities within the Project, identify an approach to implementing ideas, and otherwise provide additional information regarding the Project which supports the firm's ability to perform if selected.

### **3.2 Scope of Work (3 pages maximum)**

- Proposed approach to the Project including the expected time commitment of key personnel, technical approach to the Project, and the emphasis placed on individual elements of anticipated scope of work.
- Note: As this RFQ has identified a General Scope of Work, evaluation criteria requires that the submittal identify a detailed scope of work to successfully implement the Project.

### **4. STANDARD AGREEMENT (1 page maximum)**

The Agency's standard form professional services agreement is provided in the Exhibits. Please review the agreement. Please provide a statement that you are willing to sign the agreement "as-is" or with minimal changes that the Agency must agree to. If you will have significant issues with the agreement terms and conditions, please re-consider submitting a RFQ.

## **IV. EVALUATION AND AWARD**

### **A. Evaluation Process and Scoring Criteria**

The Agency reserves the right to request additional information to verify or clarify information included in a submitted SOQ.

### **B. Evaluation and Interviews**

Responsive SOQs will be scored in each of the criteria above and ranked according to scores by a panel comprised of qualified persons, which may include individuals outside the Agency.

The Agency reserves the right to conduct such investigations as the Agency considers appropriate with respect to the qualifications of each Proposer and any information contained in its SOQ.

All SOQs will be evaluated on the basis of the criteria listed above and the ranking of any review panel will serve as a basis to formulate a potential list of interview candidates. The Agency will notify all proposers of the outcome. Those firms selected for interview will be notified in advance of time, place and format of interview.

### **C. Award**

Based on the outcome of the interview process, the Agency shall notify all interview candidates of the Agency's recommendation. The Agency will present to the Board the highest ranked Interview Candidate for recommendation.

The Board will consider the Agency's recommendation during a Board Meeting and may accept or reject the Agency's recommendation in making their decision as to the selection. If accepted, the Agency will proceed to presenting an award of contract to the recommended candidate.

Once the award of contract is approved, the selected Contractor will complete and submit the additional documents as required by the Agency, City Ordinance, County, State and/or Federal laws, within sixty (60) days of written notification by Agency. If Contractor does not execute the awarded contract and any other necessary documents, within sixty (60) calendar days of Board approval of the awarded contract, Agency may unilaterally rescind the contract award at its sole discretion.

**D. Protest to RFO or RFO Provision:**

Should a proposer object on any ground to any provision or legal requirement set forth in this RFQ, or any addendum to the RFQ, the proposer must, not more than ten calendar days after the RFQ is issued, provide written notice to Agency, setting forth with specificity the grounds for the objection. The failure of a proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

**E. Agency's Right to Reject Submittals and to Waive Informalities**

Notwithstanding any other provisions of this RFQ, the Agency reserves the right to withdraw this RFQ at any time without prior notice. The Agency also reserves the right to reject any and all SOQs submitted or to waive any minor administrative irregularities contained in any SOQ, when to do so would be in the best interest of the Agency.

**F. Constitutional and Other Limits on Contractor's Rights to Exclusivity**

Notwithstanding exclusivity granted to the Contractor by the terms of the awarded Contract, the Agency in its discretion may require Contractor, without any reduction in cost recovery reimbursement fees or other valuable consideration to Contractor, to accommodate the rights of persons to access and engage in expressive activities, as guaranteed by the first amendment to the United States constitution, the California constitution, and other laws, as these laws are interpreted by the Agency. Expressive activities include, but are not limited to, protesting, picketing, proselytizing, soliciting, begging, and vending of certain expressive, message-bearing items.