

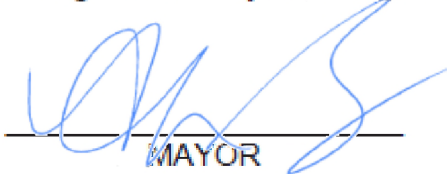
0150-11761-0000

TRANSMITTAL

TO The Council	DATE 10/21/20	COUNCIL FILE NO. 20-1177
FROM The Mayor	COUNCIL DISTRICT --	

Proposed Agreement with The Glue, LLC to provide marketing, fundraising, public relations, and website development and management services for the Department of Animal Services

Transmitted for further processing. See the City Administrative Officer report attached.



MAYOR

(Ana Guerrero for)

RHL-SRB:04210040

Report From
OFFICE OF THE CITY ADMINISTRATIVE OFFICER
Analysis of Proposed Contract
(\$25,000 or Greater and Longer than Three Months)



To: The Mayor	Date: 10-09-20	C.D. No. --	CAO File No.: 0150-11761-0000				
Contracting Department/Bureau: Animal Services		Contact: Catherine Chico, (213) 978-7625					
Reference: Transmittal from the Board of Animal Commissioners dated September 15, 2020; supplemental information received on October 5, 2020							
Purpose of Contract: To provide marketing, fundraising, public relations, and website development and management services.							
Type of Contract: (x) New contract () Amendment, Contract No.		Contract Term Dates: Three-year term from date of contract execution, with option to renew for an additional one-year term.					
Contract/Amendment Amount: Proposed amount \$ 1,545,000 + Prior award(s) \$ 0 = Total \$ 1,545,000							
Source of funds: Animal Welfare Trust Fund							
Name of Contractor: The Glue, LLC							
Address: 306 W. Avenue 45, Los Angeles, CA 90065							
	Yes	No	N/A	Contractor has complied with:	Yes	No	N/A
1. Council has approved the purpose		x		8. Business Inclusion Program	x		
2. Appropriated funds are available	x			9. Equal Benefits & First Source Hiring Ordinances	x		
3. Charter Section 1022 findings completed	x			10. Contractor Responsibility Ordinance	x		
4. Proposals have been requested	x			11. Disclosure Ordinances	x		
5. Risk Management review completed	x			12. Bidder Certification CEC Form 50	x		
6. Standard Provisions for City Contracts included	x			13. Prohibited Contributors (Bidders) CEC Form 55	x		
7. Workforce that resides in the City: 0 %				14. California Iran Contracting Act of 2010	x		

RECOMMENDATION

That the Council, subject to the approval of the Mayor, authorize the General Manager of the Department of Animal Services, or designee, to execute an agreement between the Animal Services Department and The Glue, LLC to provide marketing, fundraising, public relations, and website development and management services for a period of three years from the date of contract execution, with one one-year extension option, for an amount not to exceed \$1,545,000, subject to the review and approval by the City Attorney as to form.

SUMMARY

The Animal Services Department (Department) requests authority to execute a contract between the City of Los Angeles (City) and The Glue, LLC, to provide marketing, fundraising, public relations, and website development and management services. The term of this contract is three years from the date of execution, with one one-year extension option, for a maximum contract term of four years. The proposed contract amount is not to exceed \$1,545,000.

		
SRB	Analyst	04210040
		City Administrative Officer

On March 18, 2019, the Department released a Request for Proposals (RFP) to solicit contract services to provide marketing, fundraising, public relations, and website development and management. The RFP closed on April 25, 2019, with eight companies submitting timely proposals that met the minimum qualifications. The proposal submitted by The Glue, LLC, was determined to have the highest qualifications and the lowest cost. On March 10, 2020, the Board of Animal Services Commissioners authorized the Department to enter into an agreement with The Glue, LLC, subject to Council and Mayor approval. The Personnel Department has confirmed that City employees do not have the expertise to perform the work.

Funding for this contract is provided through the Animal Welfare Trust Fund, which is funded through monetary gifts, contributions, and bequests to the City. The Fund is administered by the General Manager of the Department of Animal Services in accordance with Los Angeles Administrative Code Section 5.200. Eligible expenditures from the Fund include those for established programs and activities of the Department, other than those involving pet sterilization, and may be used for the purchase of equipment, services or furnishings in support of such programs and activities.

In accordance with the provisions of the Mayor's 'Fiscal Year 2020-21 Cost Containment Measures' memo dated June 24, 2020, the proposed agreement meets the contractual exemption criteria in that this agreement has no General Fund impact and the Animal Welfare Trust Fund has sufficient funds to support the cost of the proposed services. Additionally, the agreement is anticipated to generate revenue through additional fundraising efforts for the Animal Welfare Trust Fund. The contract was approved by the Board of Animal Services Commissioners prior to the issuance of the Mayor's 'Fiscal Year 2020-21 Instructions for Fiscal Restraint' memo dated September 11, 2020. The proposed agreement complies with the memo's additional contracting guidelines, however, in that it has been determined by the Personnel Department that City employees do not have the expertise to perform this work and therefore in-sourcing the work is not feasible.

FISCAL IMPACT STATEMENT

Approval of the recommendation in this report will have no impact on the General Fund. Sufficient funding for this purpose is available in the Animal Welfare Trust Fund.

FINANCIAL POLICIES STATEMENT

Execution of the proposed agreement complies with the City's Financial Policies in that budgeted funds are used for intended purposes, and one-time revenues are used for one-time expenditures.