

**REQUEST FOR PROPOSAL**  
**A Car Sharing Program**  
**For the City of Santa Monica, California**

**September 6, 2012**

**INTRODUCTION**

The City of Santa Monica is requesting written proposals from qualified firms to work with the City to provide a pilot public car sharing program. The specifications detailed herein are intended to obtain proposals outlining a relationship between the City and a private operator to develop, implement and manage a public car sharing program within the City as a multi-year pilot project.

The following provides the program scope, required and expected contents of a proposal, and the selection process. Entities interested in performing this scope of work for the City must submit a proposal **no later than 5:00 p.m. October 4, 2012** to:

Judi Masuda  
Transportation Demand Program Manager  
Planning & Community Development Department  
City of Santa Monica  
1685 Main Street, Room 115  
Santa Monica, CA 90401

Contact information:  
Phone (310) 458-2241  
E-Mail: [judi.masuda@smgov.net](mailto:judi.masuda@smgov.net)

Proposals will not be accepted after the date and time stated above. Incomplete proposals or proposals that do not conform to the requirements specified herein may not be considered.

## **BACKGROUND**

The City is comprised of 8.3 square miles with a balance of vibrant commercial districts and neighboring residential communities. The City is situated on the Westside of Los Angeles County, bordered by the City of Los Angeles on three sides and the Pacific Ocean on the west. Santa Monica's population is 86,400 or about 10,400 persons per square mile. There are approximately 46,000 housing units in the City occupied by 70% renters and 30% homeowners. In addition to vibrant multi-family and single-family areas, the City is traversed by well-traveled commercial and mixed-use corridors.

The City has been at the forefront of new planning approaches emphasizing the pursuit of a diverse and inclusive environment that is pedestrian-oriented and of a human scale. This approach to community livability is reflected in the City's commitment to protecting its distinctive neighborhoods, striving to create a more sustainable environment and policies supporting recreation and public enjoyment of open space. Santa Monica has about 16,000 businesses and is a net importer of workers with approximately 70,000 jobs. The city is an international destination, as well as the destination for millions of day-visitors, particularly on weekends, as they visit the beaches, the Santa Monica Pier and retail destinations such as the Third Street Promenade, Main Street, Montana Avenue, and Santa Monica Place. Santa Monica College, with a student population of over 30,000 students and two regional hospitals, St. John's Health Center and UCLA Santa Monica Medical Center are also located within the city's boundaries.

Development of a car sharing program is an essential tool in contributing towards the City's Land Use and Circulation Element (LUCE) goal of No Net New PM Peak Hour Vehicle Trips. The City is served by Santa Monica's Big Blue Bus and Metro Regional bus service and will host three light rail stations by 2016. Research has shown a link between the availability of car sharing and transit ridership. The City is focused on closely integrating land use and transportation measures, including strong Transportation Demand Management. Implementing an easily accessible car sharing program complements the City's investments in transit, pedestrian and bicycle facilities and supports multi-modal transportation choices.

The City envisions developing a car sharing program and establishing a legal relationship with one or more private firms whereby the private firm would implement, market and manage the program and the City would provide on-street and/or off-street parking assets.

## **PROJECT STATEMENT AND OBJECTIVES**

**Project area:** City-wide.

**Car Sharing Services:** The City anticipates that a car sharing program will provide pre-approved members with a fully automated on-line reservation and billing system that provides access to a fleet of self-service vehicles strategically placed throughout the

City. Hourly or daily rates would incorporate the cost of parking at the vehicle's home site (if applicable), fuel, maintenance and insurance.

Car sharing will serve several types of needs within the City. For some, the program may stand as a complete replacement to private vehicle ownership. For others, car sharing may serve as a second or third vehicle. Car sharing can also serve business districts. The program is intended to:

1. Increase availability of short-term transportation at an affordable cost;
2. Strategically decentralize a fleet of well maintained, environmentally-friendly vehicles to an array of convenient locations throughout the City;
3. Increase the use of public transit, bicycling and/or walking as transportation for some trips;
4. Decrease parking demand in neighborhoods; and
5. Supplement the City's current fleet of "pool" vehicles for general employee use (if applicable).

**Planning and Funding Context:** The car sharing provider will cover all direct costs associated with the pilot program. The City will provide a limited number of on- and off-street parking spaces (to be agreed upon mutually with the provider of the pilot program) and other indirect costs associated with the pilot car sharing program, such as signs, markings, and marketing assistance.

### City Participation

The City will assist in the implementation of the car sharing pilot program in the following ways:

- 1. Provision of on-street and/or off-street parking spaces** – The City is the owner of all on-street and substantial off-street parking assets. The City will provide at least ten (10) on-street and/or off-street parking spaces free of charge to be reserved for car sharing vehicles for the purpose of the pilot program. Some or all of these could be spaces with Electric Vehicle Supply Equipment (EVSE). The City will also include, when appropriate, provisions in Development Agreements requiring Developers to provide parking spaces for car share vehicles in parking structures or lots. In cases where such a provision currently exists, the City will provide information regarding participating developments.
- 2. Towing of non-car sharing vehicles from designated parking spaces** – The City recently adopted an ordinance ([City Council Meeting July 10, 2012](#)) that allows certain on-street spaces to be designated for car share vehicles only. These spaces will be signed as carshare vehicle parking only, and all other vehicles will be subject to towing. This will allow the City to arrange for the towing of any non-car sharing vehicle from posted on-street car sharing parking spaces. The same will hold true for posted off-street car sharing spaces.

3. **Assistance in marketing and promotion** – The City has an extensive network of supporters that includes many City Departments and State agencies, quasi-governmental agencies, developers, residential property management companies, educational institutions, corporations, neighborhood associations, merchant associations, transportation management associations and non-profit organizations who are eager to offer car sharing to their residents, students and/or employees. The City will assist in setting up meetings and/or roundtables to introduce the car sharing organization(s) to this extensive network of stakeholders and potential users. The City will assist in linking the car sharing program website to existing City websites. The City will assist in getting car share program advertisements on City buses and/or in City parking structures.
4. **Assistance with locations** – The City will assist in identifying optimal locations for car sharing vehicles based on existing demand, proximity to public transportation, proximity to major employers and other land uses. The City's geographic information systems (GIS) and associated data can be made available to assist in the identification of optimal locations for car sharing vehicles. The location of car share spaces on public property are to be mutually agreed upon between the city and the selected proposer, based on the priorities outlined in the RFP. To further the city's goals, priority is given to providing car share service at: 1) transit stations and other transportation hubs, 2) in and around major employment centers, and 3) in and around high density residential areas with apartment buildings and condominiums.
5. **City use of car share services** – The City may use the car share services, if included in the proposal, to supplement its own pool of vehicles for general employee use and to reduce the need to purchase/manage/maintain additional pool vehicles.

#### Car Share Provider Participation

Any car sharing organization operating with the support of the City must meet the following expectations. Any car sharing organization receiving City support will be evaluated on these expectations at the end of the pilot program and may be subject to non-renewal at that time.

1. **Provide quality vehicles, customer service and user interface.** – The operator must provide a range of vehicles that addresses customer demand (including alternative fuel options); prompt customer service response for vehicles as well as billing, membership and complaints, and accessible user interface through web and mobile applications.

- 2. Increased Use of Alternative Forms of Transportation** - The availability of car sharing makes it more feasible for people to use alternative forms of transportation, including transit, bicycling and walking. The operator must propose a system to monitor this anticipated impact that includes, at a minimum: new members should be asked during the application process the number of trips currently taken by transit, bicycling or by walking each month. A follow up survey one year after the program is implemented should include the same question to compare results.
- 3. Commitment to providing a car sharing service to the City of Santa Monica**  
The City will request that any car sharing organization operating in the City and with the City's support will commit to providing service to City residents and businesses for at least three (3) years with two (2) one-year options to extend at the sole discretion of the City.
- 4. Commitment to Reduction of Greenhouse Gas Emissions** – To reduce the emissions of greenhouse gases, any car sharing organization operating in the City should offer vehicles that are either zero emission, hybrid vehicles or vehicles that are at the top of their class in terms of fuel efficiency and emissions and designated as SmartWay Elite by the EPA.
- 5. Hiring locally** – To strengthen the local economy, any car sharing organization operating in the City should give priority to Santa Monica residents in hiring and must comply with the City's Living Wage Ordinance.
- 6. Promotion of Alternative Transportation** – To help residents, employees and visitors transition from using a personal vehicle for most trips to using car sharing, the car sharing organization should promote the use of alternative transportation by making information about local transit options and programs that support transit, existing bicycle routes and amenities, and groups that support alternative transportation on their website and in their office. The car sharing provider is also expected to partner with these or other local groups for marketing or other purposes.
- 7. Targeted Marketing** - a targeted marketing approach will include reaching out to individual neighborhoods to promote the use of car sharing, specifically underserved neighborhoods and neighborhoods with high parking demand.
- 8. Indemnification** - The program will not create financial risks to or burdens upon the City and the operator must fully and unconditionally indemnify the City.
- 9. Affordability** - The program must be reasonably priced with pricing levels guaranteed for the duration of the pilot program.
- 10. Support for Santa Monica Land Use and Circulation Element** – The program must be designed and implemented for consistency with the City's General Plan.

**11. Compliance with Existing Laws** - Car sharing members will be expected to respect the rules and regulations of the roadways.

**Standards and Regulations:** The pilot program will be implemented in accordance with the State, County and City standards and regulations. The following guidelines and standards are relevant to the pilot program:

- Santa Monica Municipal Code
- California MUTCD
- California Vehicle Code
- Americans with Disabilities Act

**Coordination and Outreach:**

- **City Staff Meetings:** The City will assemble an internal working group that will provide ongoing guidance and feedback to the contractor. The proposal should assume monthly meetings with the working group, as appropriate.

**Review and Evaluation**

At the end of the pilot period, the City shall review and evaluate the effectiveness of the car sharing program.

**SCOPE OF WORK**

In addition to requirements and suggestions detailed throughout this RFP, the proposal should fully detail the firm's capabilities and experience in developing, implementing, managing and operating a municipal car sharing program. The proposal should include a complete description of the car sharing program proposed for the City, how the entire system will be deployed and who is responsible for maintaining the various components. The proposal should also include discussion of:

1. The nature of the proposed relationship between the car sharing organization and the City;
2. Description of the car sharing service;
3. How individuals become members, reserve vehicles, access vehicles, and how the cost to the customer is determined/paid along with a proposed rate structure;
4. How the program/revenue would be monitored/audited to ensure compliance with the agreed parameters of the program;
5. The age requirements and restrictions of members;
6. The variety of vehicle types;
7. The maximum age/mileage of vehicles provided to the car sharing program and the routine maintenance/replacement plan proposed;

8. The type, limits and exclusions of insurance to be provided both with regard to the car-share fleet and liability associated with use/ownership of those;
9. How the program would incorporate web-based reservation/payment utilities that are user friendly, allowing access to the program and credit card payment 24 hours a day, 7 days a week, 365 days a year;
10. How the operator and the City will share access to all program related data in a format that suits the City and as “real time” as possible;
11. Proposed location needs;
12. Proposed rate structure;
13. The marketing plan proposed by the car sharing organization;
14. The technical support plan the car sharing organization intends to implement, including a local office capable of handling responses within at least 30 minutes, and an up-to-date website with information available to the City.
15. OPTIONAL: Description of a service to supplement the City’s existing fleet of pool vehicles for general employee usage with car share vehicles. The City recognizes that there may be a variety of options for a service such as this, and the proposal should provide a detailed description of how that service would be provided to ensure City access to pool vehicles when-needed.

## **PROPOSAL CONTENT**

Proposals should be prepared simply and economically, providing a straightforward description of vendor capabilities to satisfy the requirements of the RFP. In addition to a letter of transmittal, the proposal must also contain the following information:

### **1. Proposer Information:**

For the proposing entity, provide the name, form of organization (individual, corporation, partnership, etc.), contact name, address, phone, fax, email, and Employer Tax ID Number or Social Security Number of the proposing entity.

### **2. Subcontractor Information:**

The City encourages proposers to consider including local businesses (such as bike shops, marketing firms, or maintenance firms) on their team. If any subcontractors are proposed, provide the name, form of organization, contact name, address, phone, fax, email and Employer Tax ID Number of the proposed subcontractor(s).

### **3. Experience and Qualifications:**

Provide a detailed description of the relevant experience and qualifications of the proposer team, its key personnel, and any proposed subcontractors, emphasizing the following required qualifications:

- Carshare-related operations, including retail, repair, rental, or other services.

- Marketing, including the ability to promote a new program or service via creative marketing materials, promotional offers, or other means.
- Customer service, including responding to customer complaints and requests.
- Experience in operating a membership program.
- Vehicle management, including equipment maintenance and services.
- Accounting, reporting, and operating basic computer software. In particular, reporting about trends in membership, revenue and vehicle usage, including vehicle miles traveled.

#### **4. References:**

Provide the name, address, phone number, and email for at least two business references that can verify the experience and qualifications of the proposing entity and at least two financial references that can verify the financial statements included in the proposal. If the proposing entity or any of its principals have previously operated or currently operate a car share program or similar program, include the contact name and telephone number of the agency administering the contract.

#### **5. Ability to Finance:**

Present evidence that the proposer has the financial capability to carry out the operations as proposed. Identify and describe the specific funding sources to be used. Evidence may include complete financial statements, audited if possible, tax returns, and/or a detailed financial resume/balance sheet listing all income, expenses, and assets, including partial ownership interest in and income from any partially owned assets, and list direct and contingent liabilities.

#### **6. Operations Plan:**

Provide a detailed description of the type of operation proposed, including the core services, any additional services, and strategy to expand services. Please provide a statement of approach regarding expanding operations into other areas of the City should they become available. Please provide information sufficient to evaluate your understanding of and commitment to the objectives outlined in the proposal; the types of services to be provided; and the management and operational policies and procedures.

Please address each of the following in your proposal:

- a) Approach/understanding of the project.
- b) Organizational structure of staffing and management, including proposed use of subcontractors, if applicable.
- c) Proposed staffing levels, responsibilities, and employee training. Include resumes of key personnel.
- d) Description of the products and services to be offered.
- e) Proposed operating schedule/hours of customer service and operational services.
- f) Proposed pricing for memberships and usage rates.
- g) Marketing plan, including promotional membership offers the operator may offer.
- h) Key policies and programs to ensure operational success and customer satisfaction.



- i) After-hours security and response plan, including proposed response mechanisms and timing to handle customer issues during unstaffed hours.
- j) How you envision car sharing relating to/interacting with regional alternative transportation i.e., the Bike Center, Expo Line, Big Blue Bus and Metro service, EV infrastructure, Bike sharing (provide child seats, bike racks/trunk racks).
- k) Commitment to environmentally friendly measures, including alternative fuel vehicles, overall conservation and recycling.
- l) Proposed measures of success toward achieving vehicle trip reduction.
- m) Explain how/whether you would expand services during the term of the program.
- n) Explain whether you would be willing to expand your services to other areas of the City and explain your approach to any such expansion.
- o) Software and website interfaces available to potential and current customers.

## **7. Financial Plan:**

Proposals should include a business plan, containing detailed financial projections for the start-up period (from notice to proceed to the start-up period), and the first three years of operations. It is anticipated car sharing will operate as a business, with its activities contributing towards the success of the operation.

Projections should be on a quarterly or monthly basis by individual line item of revenues and expenses, with totals for the start-up period, and each year thereafter. Provide notes that detail assumptions, inclusions/exclusions for each line item, and method of estimation.

Propose a performance incentive program (tied to membership growth, trip reduction, VMT reduction or other metrics).

Pricing for monthly, annual or other period participation can be proposed by the operator and are subject to City approval.

Revenues from all activities will accrue to the Operator, and all expenses will be paid by the operator. All car share related revenues and expenses must be reported to and are subject to review and audit by the City.

## **SELECTION CRITERIA**

The City of Santa Monica has the sole authority to select a consultant or group of consultants and reserves the right to reject any and all proposals. The City also reserves the right to approve all sub consultants proposed to be retained by the principal consultant(s). In reviewing and evaluating proposals and qualifications, the following criteria will be considered:

- The willingness and ability to perform all aspects of the proposal/contract, including delivery of all service and software within specifications contained in the RFP
- The adequacy of service personnel to satisfy any service problems that may arise during all phases of the contract
- The firm's necessary facilities and financial resources to complete the contract within the anticipated timeframe
- Ensure all required documentation requested in this RFP has been submitted
- The proposed program, vehicles, service and software are responsive to the specifications and other requirements contained in this RFP
- Understanding of project objectives, including car share providing participants
- Acceptance of City participation (as described previously in this document)
- Demonstrated experience in delivering car sharing in a similar environment

## **SELECTION PROCESS**

- A. Receive and Review Proposals for Responsiveness: The City project manager will verify that each proposal contains all forms and information required by the RFP. If all the information is not provided, a proposal may be considered non-responsive and rejected without evaluation. Late submittals, submittals to the wrong location or submittals with inadequate copies are considered non-responsive and shall be rejected.
- B. Evaluation of Proposals and Selection of Qualified Team: the City will convene a multi-disciplinary consultant selection committee with representation from the City's Planning and Community Development Department. The committee will review and evaluate proposals based on submittal requirements and the selection criteria. The committee will also check one or more of the team's references. The evaluation panel will develop a short list that it determines to be best qualified to perform the contract work. The entities from this list may be interviewed by the selection committee.
- C. Contract Negotiation: The top-ranked team following evaluations will be asked to negotiate a contract with the City. The selected firm(s) shall cooperate with the City of Santa Monica in good faith to promptly negotiate, execute and deliver the Final Contract document. The City of Santa Monica shall draft the final Agreement and require the selected firm(s) to attend at least one contract negotiation conference to discuss any and all possible revisions to the technical terms and conditions, pricing and any part of the proposal, as well as any additional provisions that may be added to the final Agreement, as required by the City and/or its agencies, by City ordinance, resolution or policy, by applicable federal or state laws, rules and regulations or by mutual agreement of the parties. Any contract will also require review and approval of the City Attorney prior to its submission.

D. Qualified Teams: Other qualified providers will remain on the City's approved list for possible engagement at a later point in time.

## **GENERAL REQUIREMENTS**

### **A. ISSUING OFFICE**

This RFP is issued by the City of Santa Monica's Planning and Community Development Department. The issuing office is the point of contact regarding this matter. All correspondence should be directed to: Judi Masuda, Transportation Demand Programs Manager, Planning and Community Development Department, City of Santa Monica, 1685 Main Street, Room 115, Santa Monica, CA 90401

### **B. DEADLINE**

Proposal Timeline:

September 6, 2012: RFP issued

September 14, 2012: Deadline for written questions or to provide contact information to circulate

October 4, 2012: Proposals due no later than 5:00 p.m. Any proposal submitted after the prescribed deadline will not be considered

Interviews to be scheduled, as-needed.

November 1, 2012: Contract award scheduled

Notice to proceed (at City's discretion)

### **C. SUBMITTAL OF PROPOSALS**

**One electronic copy** of the proposal shall be addressed to:

Judi Masuda, Transportation Demand Program Manager  
Planning & Community Development Department  
City of Santa Monica  
1685 Main Street, Room 115  
Santa Monica, CA 90401

Phone (310) 458-2241

E-Mail: [Judi.masuda@smgov.net](mailto:Judi.masuda@smgov.net)

D. ADDENDA TO RFP

The City of Santa Monica reserves the right to make such changes in the RFP as it may deem appropriate. Any and all changes in the RFP shall be made by written addendum, and shall be issued on the City's online service <http://vendors.planetbids.com/SantaMonica/bidsearchform.cfm?StateID=52> to all prospective proposers who have been issued or who have obtained copies of the RFP from the City.

E. SUPPLEMENTS TO PROPOSALS

If the evaluation of any proposal indicates minor noncompliance or variance with the RFP, the City of Santa Monica may, but need not, make a written request to the proposer for a Supplement to the Proposal. Such request will attempt to clarify any apparent RFP noncompliance or variance, may request additional information, and will establish a date by which the Supplement to Proposal must be submitted. If so requested, the proposer may submit a Supplement to Proposal responsive to such request, within the time period established in such request, which the City will receive and evaluate in conjunction with the Proposal. Any Supplement to Proposal so submitted and approved will thereafter be deemed to be an integral part of the Proposer's submittal. Except as herein provided, proposals may not be changed or modified.

F. VALIDITY PERIOD

The proposal shall be considered valid for a period of at least 120 days and contain a statement to that effect.

G. RIGHT TO REJECT

The City of Santa Monica reserves the right to reject any and all proposals as unacceptable.

H. CONTRACT AWARD

The City of Santa Monica reserves the right to contract with any firm responding to this RFP based solely on its judgment of the firms' qualifications and capabilities.

I. CONTRACT PROVISIONS

The City of Santa Monica will require that the consultant agree to the provisions in the attached sample Professional Services Agreement. If the consultant takes exception to any contract provision, it must be so stated in the consultant's proposal. The attached exhibit is subject to change based on incorporation of federal requirements. Additional provisions may be added during contract negotiations upon selection of the most responsive proposer. The City of Santa Monica has the right to require any clarification or change it needs to understand the Respondent's approach to the program and its view of the scope of the work. Any changes to the proposal will be made before executing the contract and will become fully integrated into and a part of the final contract documents.

J. CONTRACT TERMS

The terms of this contract will be for three years with two one-year options to extend at the sole discretion of the City. Upon execution of the contract, the selected Operator must provide proof of required insurance as outlined in Attachment 1 and completed Living Wage (Attachment 2), Oaks Initiative (Attachment 3), and Arizona Disclosure (Attachment 4) forms.

To ensure that car sharing is accomplishing the goals listed above, the following factors may be considered in deciding whether or not to extend the contract:

- Reduction in Vehicle Miles Traveled (VMT).
- Growing number of participants signed up for car sharing memberships.
- Increased number of car share vehicles used on a weekly basis.
- Growing awareness and support for car sharing among employees and residents.
- Member and user satisfaction as documented by surveys.

K. SMALL BUSINESS DEVELOPMENT

The City encourages small businesses to contact potential prime consultants if they are interested in participating in this professional service contract. The City discourages prime consultants from imposing limitations on the participation of small businesses as subcontractors on other teams' submittals.

L. NONDISCRIMINATION

The successful proposer shall be required to certify that its firm shall not discriminate against any subcontractor, supplier, employer or applicant for employment because of race, religion, color, ancestry, sex, marital status, age, sexual orientation, AIDS, disability, or national origin. The contractor shall be required to take affirmative action to ensure that applicants are employed and employees treated during employment without regard to their race, religion, color, ancestry, sex, marital status, age, sexual orientation, AIDS, disability or national origin.

M. CONFLICT OF INTEREST

In the sole judgment of the City of Santa Monica, any and all car share proposals are subject to disqualification on the basis of a conflict of interest. The City may not contract with an operator if the operator or an employee, officer or director of the Respondent's firm, or any immediate family member of the preceding, has served as an elected official, employee, board or commission member of the City who influences the making of the contract. The City, at its sole option, may disqualify any proposal on the basis of such a conflict of interest.

N. BUSINESS LICENSE

The selected firm(s) shall apply for and obtain, prior to the execution of the final Agreement and at the firm's sole expense, a City of Santa Monica business license.

Attachments:

1. *Insurance Requirements*
2. *Living Wage Ordinance*
3. *Oaks Initiative Disclosure*
4. *Arizona Disclosure*
5. *Sample Professional Services Agreement*

## **Oaks Initiative Notice**

CITY OF SANTA MONICA

### **NOTICE TO APPLICANTS, BIDDERS, PROPOSERS AND OTHERS SEEKING DISCRETIONARY PERMITS, CONTRACTS, OR OTHER BENEFITS FROM THE CITY OF SANTA MONICA**

Santa Monica's voters adopted a City Charter amendment commonly known as the Oaks Initiative. It prohibits a public official from receiving specified personal benefits from a person or entity after the official votes, or otherwise takes official action, to award a "public benefit" to that person or entity. Examples of a "public benefit" include public contracts to provide goods or services worth more than \$25,000 or a land use approval worth more than \$25,000.

The Oaks Initiative requires the City to provide this note and information about the Initiative's requirements. An information sheet on the Oaks Initiative is attached. You may obtain a full copy of the Initiative's text from the City Clerk.

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person who is seeking a "public benefit." If the "public benefit" is sought by an entity, rather than an individual person, the information includes the name of every: (a) trustee, (b) director, (c) partner, (d) officers, or (e) ten percent interest in the entity. Therefore, if you are seeking a "public benefit" covered by the Oaks Initiative, you must supply that information on the attached form (Attachment A).



(Attachment A)

City of Santa Monica  
Oaks Initiative Disclosure Form

All persons or entities receiving public benefits defined below from the City of Santa Monica shall provide the names of trustees, directors, partners and officers and names of those with more than a 10% equity, participation or revenue interest. This information is required by City Charter Article XXII—Taxpayer Protection.

Name of Entity: \_\_\_\_\_

NAME(S) OF PERSONS OR ENTITIES RECEIVING PUBLIC BENEFIT:

NAME(S) OF TRUSTEES, DIRECTORS, PARTNERS, AND OFFICERS:

NAME(S) OF THOSE WITH MORE THAN A 10% EQUITY, PARTICIPATION OR REVENUE INTEREST:

Public benefits include:

1. Personal services contracts in excess of \$25,000 over any 12-month period;
2. Sale of material, equipment or supplies to the City in excess of \$25,000 over a 12-month period;
3. Purchase, sale or lease of real property to or from the City in excess of \$25,000 over a 12-month period;
4. Non-competitive franchise awards with gross revenue of \$50,000 or more in any 12-month period;
5. Land use variance, special use permit, or other exception to an established land use plan, where the decision has a value in excess of \$25,000;
6. Tax "abatement, exception, or benefit" of a value in excess of \$5,000 in any 12-month period; or
7. Payment of "cash or specie" of a net value to the recipient of \$10,000 in any 12-month period.

Prepared by: \_\_\_\_\_ Signature: \_\_\_\_\_

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

FOR CITY USE ONLY:

Bid/PO/Contract # \_\_\_\_\_ Permit # \_\_\_\_\_





**CITY OF SANTA MONICA  
Living Wage Ordinance  
Certification for Providers of Services to the  
City of Santa Monica  
(Fiscal Year 12/13 – July 1, 2012 through June 30, 2013)**

***TO BE COMPLETED BY ALL CONTRACTORS PROVIDING SERVICES TO  
THE CITY OF SANTA MONICA IN EXCESS OF \$54,200***

The City of Santa Monica Municipal Code Chapter 4.65, Living Wage Ordinance (LWO) establishes a Minimum Wage of **\$13.82 per hour<sup>1</sup>** for certain employees of contractors providing services to the City where services exceed \$54,200 and requires that contractors also provide the same health care and other benefits to employees' same sex spouses and domestic partners as are provided to other employees' spouses.

An employee covered by the LWO is any person who does not actually work as a manager, supervisor, or confidential employee, and who is not required to possess an occupational license. Contractors with collective bargaining agreements covering those employees assigned to contract are exempt from the wage requirements of the Living Wage Ordinance only if the waiver is explicitly set forth in such agreement in clear and unambiguous terms.

Please prepare the following certification if you are a contractor engaging in a contract for services with the City of Santa Monica in excess of \$54,200.

Your signature on this certification grants the City permission to review any and all payroll books and records and any company documents pertaining to the benefits offered to employees to assure your compliance with the LWO during the term of the contract.

Please direct any questions and send the completed, signed Certification to:

City of Santa Monica Finance Department  
Attention: Living Wage Compliance Section  
1717 4th Street, Suite 250  
Santa Monica, CA 90401

You can also contact staff regarding living wage ordinance questions by e-mail at [finance.mailbox@smgov.net](mailto:finance.mailbox@smgov.net) or by phone 310-458-8281.

---

<sup>1</sup> Adjusted annually each July 1 by an amount corresponding to the previous year's change (January to January) in the Consumer Price Index for Urban Wage Earners and Clerical Workers 1982-84=100 for Los Angeles-Riverside-Orange County, California

**CITY OF SANTA MONICA  
Living Wage Ordinance Certification**

**July 1, 2012 through June 30, 2013**

**TO BE COMPLETED BY ALL CONTRACTORS PROVIDING SERVICES TO THE  
CITY OF SANTA MONICA IN EXCESS OF \$54,200**

**MINIMUM WAGE - \$13.82 per hour**

**Please read, complete, and sign the following:**

THIS CONTRACT **IS** SUBJECT TO THE LIVING WAGE ORDINANCE.

THIS CONTRACT **IS NOT** SUBJECT TO THE LIVING WAGE ORDINANCE.

If this contract is not subject to the Living Wage Ordinance requirements, please note reason below and attach supporting documentation for exemption. For example, in order to be exempt pursuant to a collective bargaining agreement, a signed collective bargaining agreement must be attached.

- (a) \_\_\_\_\_ contractor is a government agency and is exempt
- (b) \_\_\_\_\_ contractor is a City grantee and is exempt
- (c) \_\_\_\_\_ contractor is a non-profit corporation and is exempt
- (d) \_\_\_\_\_ contractor is an employer whose employees are covered by a bona fide collective bargaining agreement where the waiver is explicitly set forth in an agreement in clear and unambiguous terms
- (e) \_\_\_\_\_ contractor is a corporation providing banking services

The undersigned, on behalf of himself or herself individually and on behalf of his or her business or organization, hereby certifies that he or she is fully aware of Santa Monica's Living Wage Ordinance (LWO), and the applicability of the LWO, and the applicability of the subject contract, as determined herein. The undersigned further agrees to be bound by all of the terms of the LWO, as mandated in all sections of Santa Monica Municipal Code, Chapter 4.65. If, at any time during the term of the contract, the answers to the questions posed herein change so that Contractor would be subject to the LWO, Contractor will promptly notify the Director of Finance in writing. Contractor further understands and agrees that the failure to comply with the LWO, this certification, or the terms of the Contract as it applies to the LWO, shall constitute a default of the Contract, which shall be grounds for termination. City shall have the right to examine all books and records of the contractor as they relate to compliance with the LWO. Payroll records shall at a minimum include full name of each employee performing labor or providing services under the contract, job classification and rate of pay.

These statements are made under penalty of perjury under the laws of the State of California.

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Contractor: \_\_\_\_\_

Bid Number: \_\_\_\_\_

Service Description: \_\_\_\_\_

**NOTICE:  
City Policy on Doing Business with Arizona Firms**

CITY OF SANTA MONICA

NOTICE TO APPLICANTS, BIDDERS, PROPOSERS AND OTHERS SEEKING TO DO  
BUSINESS WITH THE CITY OF SANTA MONICA

The City Council of the City of Santa Monica adopted Resolution No. 10479 (CCS) on May 25, 2010, which requires a review of all current and likely future agreements and contracts with Arizona-based businesses to examine the feasibility of acquiring such products and services elsewhere while the Arizona law remains in effect.

Additionally, vendors offering goods or services to the City of Santa Monica must complete and sign the attached disclosure form; this applies to all solicitations, including but not limited to, bids and proposals. Please review, sign and submit the form with your bid packet prior to the closing date of bid.

Contractors that do not have headquarters in the State of Arizona and those that will not be working with Arizona-headquartered subcontractors to provide goods and/or services as specified in this solicitation will take priority in the bidding process.

NOTE: Headquarter location or residency may not be considered as a factor if prohibited by applicable law.

*Failure to return this form or inability to certify as to its provisions will render your bid or proposal non-responsive.*

State of Arizona Disclosure Form - see next page.



# City of Santa Monica State of Arizona Disclosure Form

## TO BE COMPLETED BY ALL VENDORS PROVIDING GOODS AND SERVICES TO THE CITY OF SANTA MONICA

Headquarter location or residency may not be considered as a factor if prohibited by applicable law.

Please check the appropriate boxes below.

*Our company's headquarters are located in the State of Arizona.*

Yes  No

*Goods or services pertaining to this solicitation will be provided by a subcontractor whose business is headquartered in the State of Arizona.*

Yes  No

If the response to the statement above was "yes", please list any and all subcontractors headquartered in the State of Arizona that may be providing goods or services (pertaining to this solicitation) to the City of Santa Monica.

*If more than one, attach a list of additional subcontractors, including the physical address of each location.*

Name of Subcontractor: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### \*\*\* PORTION BELOW TO BE COMPLETED BY ALL VENDORS \*\*\*

\*\*\*\*\*

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

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

Printed name: \_\_\_\_\_ Title: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Street Address of Headquarters: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone # (including area code): \_\_\_\_\_ Email: \_\_\_\_\_

FOR CITY USE ONLY

NOTES: \_\_\_\_\_