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## I. INTRODUCTION

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The City of Los Angeles ("City") Department of Animal Services ("Department") is releasing this Request for Proposals ("RFP") to seek proposals from companies to provide an Electronic Animal Identification System ("System") based on subcutaneous implantation of devices using passive radio transponder technology, commonly known as microchips. The complete System, which includes the implantation of microchips and registering pets with a registry, is a method of identifying pets and reuniting lost pets with their owners. The Department requires that all dogs and cats eight weeks of age or older adopted from any of the Department's Animal Care Centers be microchipped before owners take them home, and members of the public can bring their pets into any of our Care Centers to be microchipped. Additionally, the city's recently-passed Spay/Neuter ordinance, which takes effect in October 2008, will require owners of unaltered dogs and cats in Los Angeles to microchip their pets.

A complete System includes Passive Integrated Transponder (PIT) tags (microchips), PIT tag implantation devices, PIT tag scanners, warranties, maintenance, training, sales support, information accessibility, and other related support needed to make it as effective and accurate as possible. The Department purchases pre-registered microchips from the System supplier; Department staff implant the microchips into animals and enter the microchip information into our Department's electronic records, and send corresponding registration documents to the System supplier. Other than the actual implantation of the microchips, the successful proposer will provide all elements of this System.

This RFP will establish a contract with the successful proposer to provide this System. To be considered for contract award, interested parties must submit a complete proposal as indicated in this RFP. The Department intends to award a three-year exclusive contract to the best qualified proposer, renewable at the City's sole discretion for up to three (3) additional years, for a period of up to six years.

The proposer who demonstrates it is best qualified to meet the City's requirements, at the best overall value to the City, will be recommended for contract award. The Contract will be subject to review by the City Attorney and the Mayor's Office, and subject to approval by the Board of Animal Services Commissioners and the City Council, prior to execution and start of services.

### 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 executed agreement entered into as a result of this RFP.
- "Contractor" means the company, individual, corporation, organization, or other entity to which an agreement is awarded.
- "Department" means the Department of Animal Services.
- "Electronic Animal Identification System" and "System" means a complete system for identifying animals using PIT technology and consisting, at a minimum, of PIT tags, PIT tag scanners, PIT tag identifiers, PIT tag implantation devices, and a database to track implanted animals (which should include, at minimum, the animal owner's name, address, city, state, zip code, telephone number, and the veterinarian or organization performing the implantation).
- "General Manager" means the General Manager of the Department of Animal Services, or that person's authorized representative, acting as an agent of the City.
- "PIT" means Passive Integrated Transponder.
- "PIT tag" is synonymous with "microchip" and means a radio frequency-receiving and transmitting PIT device, containing a unique and unalterable identification code, designed to be implanted subcutaneously in animals.

- "PIT tag scanner" means an electronic radio frequency device that activates an implanted PIT tag, and reads, processes, displays, and stores the unique identification code contained in a PIT tag.
- "PIT tag identifier" means the unique identification code stored in the PIT tag that is transmitted into the PIT tag scanner when activated by the scanner.
- "PIT tag implantation device" means the device (normally a hypodermic needle) that inserts a PIT tag into an animal subcutaneously, intra-muscularly, or intra-peritonea.
- "Proposer" means any company, individual, corporation, organization, or other entity, who responds to this RFP.
- "Read distance or read range" means the maximum distance that a PIT tag scanner can activate a PIT tag and read the PIT tag Identifier regardless of the orientation of the PIT tag.

## II. ABOUT THE LOS ANGELES DEPARTMENT OF ANIMAL SERVICES

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### Mission and Goals

The Department's mission is to promote and protect the health, safety, and welfare of animals and people in the City of Los Angeles. We envision the day when every pet born is ensured a good home and care all its natural life; when no animal will suffer because of abuse, neglect, or ignorance; and all residents, their property, and neighborhoods are safe from the dangers and nuisances of irresponsible pet guardianship. Our goal is to create happiness by bringing pets and people together. We empower our communities to make humane choices.



### Services at the Animal Care Centers

The Department offers a wide range of programs and services, including pet adoption, licensing, low-cost spay/neuter services, microchipping, animal foster programs, volunteer programs, permits, prevention of animal cruelty, and community outreach programs, among others. Our seven Animal Care Centers are 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. Animal Control Officers respond to public calls and pick up stray and injured animals and wildlife, or animals that may be in danger due to inhumane treatment. Volunteers and staff work together to help pet owners find their missing companions, or to find new animal companions.

### New and Expanded Animal Care Centers

In November 2000, voters passed Proposition F, the Fire and Animal Facilities Bond, which funded the construction of 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. New spay/neuter clinics are included in five of the facilities. The new outdoor kennels keep animals comfortable with radiant heating built into the concrete kennels for winter, 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.



The City expects that these new facilities, designed to be friendly to both animals and human visitors, will dramatically increase the Department's capacity to house and care for animals, resulting in more pet adoptions, and creating a more community-oriented approach to the care of the City's companion animals.

## Department Facts at a Glance

Approximate number of animals microchipped each year: 20,000

Number of adoptions:

	Public Adoptions	New Hope*	Total
2007	16,262	6,145	22,407
2006	14,581	6,104	20,685
2005	13,691	6,637	20,328
2004	13,189	5,107	18,296

\*New Hope is the Department's program in which local rescue groups find homes for care center pets.

Number of staff who would normally implant PIT tags or use scanners (as of June 2008):

34 veterinary staff (veterinarians and vet technicians who use scanners and implant PIT tags)

89 Animal Control Officers and 171 Animal Control Technicians (and supervisors), use scanners.

Other Department staff, including clerical, administrative, support, management, and other staff, would not normally use scanners or implant PIT tags, but may use the system at one point or another.

Department facilities:

West Valley (Stoney Point)  
20655 Plummer Street  
Chatsworth, California 91311

West Los Angeles (Pacific)  
11361 West Pico Blvd  
Los Angeles, California 90064

Northeast Valley (Mission)  
15321 W. Brand Blvd  
Mission Hills, California 91345

South Los Angeles (Exposition)  
3612 11<sup>th</sup> Avenue  
Los Angeles, California 90018

East Valley (Van Nuys)  
14409 Vanowen Street  
Van Nuys, California 91405

South Los Angeles Annex (closed to the public)  
3320 W. 36<sup>th</sup> Street  
Los Angeles, California 90018

North Central (Arroyo Seco)  
3201 Lacy Street  
Los Angeles, California 90031

Harbor  
957 N. Gaffey Street  
San Pedro, California 90731

Visit us online at [www.laanimalservices.org](http://www.laanimalservices.org) for more information.

### III. PERSONAL SERVICES AGREEMENT and SCOPE OF SERVICES

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The proposed Agreement is attached hereto as Attachment A, and will be the Agreement, substantially in the form as attached, to provide the required services. The Agreement's Scope of Services, Section V, includes all technical information regarding the PIT tags, PIT tag scanners, and all related items and services required by the Department.

Portions of the top-ranked proposal may be incorporated into and made part of the final executed Agreement. Attached to the Agreement will be the City's Standard Provisions for City Contracts (Revised 10/03), and Insurance Requirements.

### IV. REQUIREMENTS FOR SUBMITTING A PROPOSAL

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#### A. Deadline for Submission

To be considered, proposals must be received on or before 3:00 p.m., Tuesday, July 22, 2008, at the address listed below.

#### B. Where to Submit your Proposal

Place the proposal in a sealed envelope or box labeled "Proposal to Provide an Electronic Animal Identification System." Indicate your company's name and address on the outside and deliver to:

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

#### C. Number of Copies

Please provide one (1) original, one (1) reproducible copy, and five (5) photocopies and plainly identify the respective documents. A reproducible copy is one which can readily be reproduced through a photocopier. (**Note:** Documentation to show financial capability, and the Administrative Requirements Forms, must be included in your original submittal, but may be omitted in the copies.)

#### D. Administrative Requirements for Submittal

The City requires that all proposals 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, 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 deadline may not be withdrawn after the deadline for a period of ninety (90) days following the deadline.
6. Timeliness of Proposals: Proposers who mail their proposals should 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) 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 be 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 new deadline.
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 Anthony Sanchez, Contract Administrator, at (213) 482-6980, or via email at [Anthony.A.Sanchez@lacity.org](mailto:Anthony.A.Sanchez@lacity.org).

## V. CONTENTS OF SUBMITTED PROPOSALS

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It is important that ALL information requested below is included in your submitted proposal. The proposal must include, at a minimum:

### A. Cover Letter

Include a cover letter from, and signed by, an authorized representative of the firm indicating intent in providing the requested services. The cover letter must provide complete contact information of the person or persons 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 annual reports or similar documents to demonstrate that your company has a record of financial stability and profit. Your proposal should demonstrate sufficient resources to provide the proposed services and required insurance and bonds. (**Note:** You do not need to submit multiple copies of documentation to demonstrate financial capability. You may include this only in your original submittal, and omit in the copies of your proposal.)

### C. Background and Qualifications

Provide information about your company; indicate, at a minimum:

- Number of years in business
- Qualifications of key staff, including executive staff and management
- How many clients (i.e. shelters/ vets) use your product?
  - How many total?
  - How many in the City of Los Angeles?
- Approximately how many animals in the United States are implanted with your chip?
- Approximately how many pets are registered in your registry?
- Approximately how many animals do you reunite with their owners each year?
- Identify the manufacturer of your chips.
- Is your registry subcontracted, or in-house?
- Do you charge pet owners an annual fee, or a one-time registration fee?

### D. Proposed Scope of Services

1. Equipment: Describe the equipment you will provide to meet the requirements indicated in Section V of the proposed Agreement, attached hereto. Include appropriate detailed technical descriptions, and operating instructions for each type of PIT tag and PIT tag scanner offered. The Proposer must guarantee that the System is complete, that the components are compatible with each other, and that they meet the needs of the City. The Proposer must identify the manufacturer and model of all equipment proposed and must include all technical information in the proposal.

- How many scanners, and what types, will you provide to the City? (note the quantities needed in Section V.A.2 of the proposed Agreement).
- Will scanners be new, used, reconditioned, etc.?
- What is your policy on repairing and replacing scanners?
- What is your policy on providing additional scanners?

**Samples:** Provide samples of your company's product, including PIT tags, scanners, injection devices, etc. Provide at least ten (10) PIT tags and injection devices, and at least one (1) of each of your scanners. These items will be tested by Department staff as part of the evaluation. (After contract award is announced, scanners may be returned to proposers upon written request; proposers will be solely responsible for shipping and shipping costs.)

2. Pricing: Indicate your proposed pricing for:
  - Pre-registered PIT tags
  - PIT tag registration
  - Fee to Department to re-register a pet on behalf of an adopter, in the event an adopted pet has already been implanted with a PIT tag by a previous owner.
3. Additional System Requirements: Describe how the additional system requirements will be met as described in Section V.E. of the proposed Agreement, including data processing capabilities of the equipment, training, and sales representation.
4. Registry/Database Requirement: Describe in detail how the requirements in Section V.F of the proposed Agreement are to be accomplished.
5. Public Outreach: Describe in detail how the public outreach requirements in Section V.G of the proposed Agreement, are to be accomplished. Include provisions for the printing and distribution of printed information. Include samples of forms, brochures, etc.
6. Future Equipment Compatibility: Describe in detail how the requirements in Section V.H of the proposed Agreement, are to be accomplished.
7. Additional Products, Services, and/or Incentives (Optional): Describe any additional products, services, or incentives you propose which will enhance your ability to meet or exceed the requirements in this RFP, or which may further the Department's mission and goals. An example of such services is sponsoring the Department, advertising, etc.

**E. References**

Provide at least five (5) references to aid in evaluating your qualifications, experience, financial resources, etc.

**F. Additional Information (if any)**

Provide any additional information which you feel will further demonstrate the ability to meet or exceed the requirements listed in this RFP. Any additional information may address:

- Your firm's qualifications and experience
- Proposed methods of providing services
- Controls for tracking and identifying missing or unaccounted-for microchips
- Community-specific services
- Bilingual capabilities
- Innovations in technology and/or registries
- Any other information which further demonstrates your firm's 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 subsection.

**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 at [www.laanimalservices.org](http://www.laanimalservices.org), or by contacting the RFP administrator indicated on the cover of this RFP.

(**Note:** You do not need to submit multiple copies of these forms; you may include them only in your original submittal, and omit them in the copies of your proposal.)

Documents to be included in your proposal are:

- Signature Declaration and Affidavit
- Disposition of Proposals
- Non-Discrimination/ Affirmative Action Plan
- 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

**Note:** The Good Faith Effort described on pages 14 through 28 of the Administrative Requirements and Forms, is part of the City of Los Angeles' Subcontractor Outreach Program, which requires proposers to conduct a Good Faith Effort to reach out to Minority-Owned, Women-Owned, and Other Business Enterprises (MBEs, WBEs, and OBEs) to participate in the proposed contract, unless otherwise waived as a requirement. For this RFP, the Office of the Mayor waived the Good Faith Effort as a requirement because there is a lack of sub-contracting opportunities in this highly technical field. However, Proposers are still encouraged, although not required, to conduct this Good Faith Effort as part of their proposal. Inclusion or omission of such a Good Faith Effort will not be a factor in evaluating your proposal.

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

## VI. ADDITIONAL REQUIREMENTS OF SELECTED CONTRACTOR

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After award of the Contract, and prior to execution, the selected Contractor will 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

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

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

## VII. REVIEW, EVALUATION, AND AWARD

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### A. 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.

### B. Financial Capability

Proposer must demonstrate a history of financial stability through annual reports, CPA-prepared reports, or other documentation.

**Proposers who fail to meet the minimum requirements, or who fail to demonstrate a history of financial stability, may be disqualified from further evaluation and may be deemed non-responsive.** Proposers who pass A and B will be further evaluated as follows:

### C. Evaluation

A selection panel, comprised of Department staff or other appropriate personnel, will evaluate proposals, test proposed products and equipment, and recommend an award of a Contract. The panel may interview proposers for clarification of their proposals.

Proposals will be scored according to the criteria below, and ranked based on their respective aggregate scores with a perfect score being 100.

20 Points: Quality and completeness of the Proposer's plan for providing the services

- Includes all proposal items requested
- Meets or exceeds all requirements and specifications
- Clearly demonstrates ability to provide requested products and services

20 Points: Company background and experience

- Demonstrates long history of providing the service
- Shows innovation, increased sales, or other evidence of growth

30 Points: Prices and overall value of the Proposer's plan for providing the services

- Prices of products
- Added-value services are appropriate and desirable
- Value of public information plan, sales representation, and other services
- Diversity of scanners, replacement cycles, how new technology will be introduced, ease of registration process

30 Points: Equipment test (Field test to be conducted by evaluation panel)

- Products are easy to use; PIT tags are easy to implant
- Compatibility with other manufacturers' PIT tags and scanners
- Scanners are durable, comfortable, lightweight or not excessively heavy or cumbersome
- Scanners have clear displays, are quick and accurate

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 on evaluating the merits and viability of each firm's proposal. Staff will independently formulate a recommendation to the General Manager, who will be free to accept or reject the review staff's recommendation and present his recommendation to the Board in a Board Report. The Board will consider the General Manager's recommendation during a public Commission meeting and may accept or reject the General Manager's recommendation in making their decision as to the selection, if any, stating publicly the reasons for their action. The proposed Contract is subject to review by the City Attorney, the Office of the Mayor, and the City Council.

**C. Award of Contract**

The General Manager of the Department recommends Contract awards to the Board. The Department shall notify all proposers in writing of the General Manager's recommendation. Once awarded, the selected proposer will complete and submit the additional documents as required by City Ordinance, State, or Federal laws.

Contracts are deemed to be executed upon the date of signature, or as otherwise stipulated under the Terms section of 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 the Proposal, the Department reserves the right to terminate the Contract.

## VII. ATTACHMENTS

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Attachment A, Proposed Personal Services Agreement

Exhibit A: City of Los Angeles Standard Provisions for City Contracts (Revised 10/03)

Exhibit B: Insurance Requirements

### **Administrative Requirements and Forms**

These are contained in a separate, companion booklet available at [www.laanimalservices.com](http://www.laanimalservices.com) or by calling the RFP administrator indicated on the cover of this RFP.

- Proposer's Signature Declaration and Affidavit
- Disposition of Proposals
- Non-Discrimination/ Affirmative Action Plan (pages A1 through A7)
- 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