

Request for Proposal

Los Angeles County Economic Development Corporation (LAEDC)

Survey Development and Execution Services

The Advanced Manufacturing Partnership for Southern California (AMP SoCal) collaborates with organizations in both public and private sectors, across government, academia and industry, to strengthen the region's aerospace and defense manufacturing economy. Led by the Price School-USC Center for Economic Development, AMP SoCal is focused on the southernmost ten counties in California, a federally designated Investing in Manufacturing Community Partnership (IMCP) region. AMP SoCal's shared goal is to provide aerospace and defense manufacturers and their supply chain with the tools, talent, and capacity to master the future.

LAEDC, through its Industry Cluster Development Department and the LAEDC's Southern California Aerospace Council (SCAC) and regional partners, has worked to strengthen the defense industry in Los Angeles County to mitigate impacts to their business due to defense cuts and the winding down of long term defense contracts. The SCAC was founded to assist contractors and their manufacturing suppliers to respond to the rapidly evolving technological advances in the industry, to gain and share market intelligence, and to develop policies that remove barriers to doing business in the region. SCAC partners include public agencies, educational institutions, workforce development organizations, capital managers and investors, and elected officials who have committed to ensuring the health and strength of the defense industry and related manufacturing firms.

LAEDC coordinates free of charge Red Carpet service to A&D companies in the 10-county Southern California region. The Red Carpet service can assist in workforce development, job placement assistance, site searches, permit and plan check assistance and more.

Objective:

LAEDC has received grant funding to identify and support firms that have been adversely affected by reduced Defense Department procurement and contracting and to work with economic development agencies within Los Angeles, Orange, San Diego, and Ventura counties to assist them. This Request for Proposal (RFP) is to develop and conduct a survey of defense suppliers that will enable the AMP SoCal team to understand the needs of these firms and identify those that are interested in receiving services.

Scope:

Development and execution of a **survey** of the region's defense contractors to identify impacted firms interested in receiving services. The general Defense-Impacted Firm identification criteria will determine which firms should be selected for direct services provided through the AMP SoCal network. At least one of the following three criteria has to be present, to be eligible for direct services.

- a. The firm must be a prime defense contractor or first, second, third, fourth, etc. tier subcontractor to a prime contractor affected by defense budget reductions.

- a. At least 5% of the firm's loss in sales / production must be attributable to defense budget reductions.
- b. The firm must experience a loss of employment as well as a loss or an imminent threat of a loss of at least 5% of sales and / or production or of a major product line (defined as 25% of total sales or production) attributable to defense budget reductions.

Service Requirements

Expectations:

- Work with LAEDC to develop survey instrument to identify Department of Defense-Impacted Firms in Los Angeles, Orange, San Diego, and Ventura counties within the Southern California region.
- Execute survey, using survey instrument, with a population parameter large enough to identify 60-75 defense-impacted firms.
- Work with LAEDC to merge databases to ensure full coverage of population parameter
- Report findings to LAEDC.
- Provide LAEDC monthly reports on progress and deliverables.

Pricing:

Cost proposal must be a guaranteed maximum price of \$14,000 (or less), with **at least** 10% additional funding matched, either in-kind of cash. A cost proposal of less than \$14,000 will receive favorable consideration. A match proposal of \$4,000 **or more** will also be eligible for up to ten *additional* percentage points (10%). The table below demonstrates potential scenarios for budget proposals that would satisfy the pricing requirements for this grant. (See Evaluation Criteria below.)

The following table illustrates four example scenarios. Scenario #1 shows the maximum grant and minimum match share for a budget of \$15,400. Scenario #2 shows a higher cost share and higher match share. Scenario #3 shows a lower grant and higher match share, and scenario #4 shows a higher cost share and a lower grant share.

	Total Budget	Cost	Match
Scenario # 1	\$15,400	\$14,000	\$1,400
Scenario #2	\$19,000	\$14,000	\$5,000*
Scenario #3	\$16,000	\$12,000 +	\$4,000*
Scenario #4	\$12,500	\$13,500 +	\$2,000

** Indicates eligible for additional percentage points*

+ Indicates receipt of favorable consideration

Evaluation Criteria:

Scoring will be awarded as follows:

30 points: Qualifications

40 points: Proposal/ Scope of Work

30 points: Budget Proposal (up to 10 additional percentage points available)

Proposal Submission Guidelines:

Please Submit a RFP Response with the following items:

1. Cover Letter
2. Contractor Qualifications
3. Scope of work and budget
4. Timeline with tasks and milestones delineated

Proposals can be emailed to Tamara Perry, tamara.perry@laedc.org, in PDF format, and should be less than 10 pages.

Key Dates:

Submit Proposal by **Wednesday, August 31, 2016**

Notification by **Wednesday, September 7, 2016**

Services Begin **Monday, September 12, 2016**

Results Reported & Services End on **Wednesday, October 5, 2016***

* End/ report Date may be negotiated.