



**THE PORT  
OF LOS ANGELES**  
Executive Director's  
Report to the  
Board of Harbor Commissioners

**DATE: AUGUST 13, 2015**

**FROM: COMMUNITY RELATIONS**

**SUBJECT: RESOLUTION NO. \_\_\_\_\_ - AGREEMENT BETWEEN THE CITY  
OF LOS ANGELES HARBOR DEPARTMENT AND HARBOR BREEZE  
CORP.**

**SUMMARY:**

The City of Los Angeles Harbor Department (Harbor Department) is proposing to enter into an agreement with Harbor Breeze Corp, to provide boat tours for both our as-needed boat tours and for our student/youth boat tour program. The agreement is a one year agreement with a total not to exceed amount of \$250,000.

**RECOMMENDATION:**

It is recommended that the Board of Harbor Commissioners:

1. Find that in accordance with the Los Angeles City Charter Section 1022, the services required can be performed more feasibly by an outside contractor rather than by City employees;
2. Find that the work is of a specialized and temporary nature which can be performed more feasibly by an outside contractor;
3. Authorize the Executive Director to execute and the Board Secretary to attest to the agreement with Harbor Breeze Corp. for one year and a not-to-exceed amount of \$250,000 for the term of the agreement; and
4. Adopt Resolution No. \_\_\_\_\_

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DEPARTMENT AND HARBOR BREEZE CORP.**

**DISCUSSION:**

Background and Context – The Harbor Department has been providing as-needed water-side tours of the Port of Los Angeles (Port) complex to business partners, potential customers, and citizen groups, as part of our marketing plans and community outreach programs for more than 20 years. These tours are important to show the Port from the water-side to fully comprehend the scale of its operations. Guests are primarily hosted by the Cargo Marketing team and include current or potential customers, business partners and legislators. In the past these tours were provided on a vessel owned by the Harbor Department. As the Harbor Department no longer owns a tour vessel, it is necessary to charter vessels. In the FY 2014-2015, there were 218 as-needed tours with 4,352 participants.

Additionally, the Harbor Department has been providing one hour tours to school groups from the elementary level through college students as part of our educational outreach program for more than a decade. These student/youth tours are the cornerstone of the Harbor Department's robust educational program offerings and in Fiscal Year 2014-15 accommodated 148 student/youth tours with 10,670 participants.

In the past the agreements for as-needed and student/youth tours were on separate executive agreements that were below the \$150,000 limit. However, the combined amount of the unified agreement exceeds the Executive Agreement limit and requires Board of Harbor Commissioner's (Board) approval.

Selection Process - On April 20, 2015, Community Relations Division released a Request for Proposals for both as-needed and student/youth boat tour operators. Three firms responded with proposals. Three staff members from the Community Relations Division and one outside rater reviewed and scored the proposals. Their scores were as follows:

Totals	RATER				Total	Rank
	A	B	C	D		
Harbor Breeze Corp	73	70	68	68	279	1
Respondent #2	65	68	60	60	253	2
Respondent #3	68	36	53	43	200	3

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Based on their number one ranking, Harbor Breeze Corp. was selected. Their score reflected their ability to provide a wide range of vessels that they can provide and by showing a commitment to the environment through a variety of operational programs including having boats with state of the art emissions control.

**ENVIRONMENTAL ASSESSMENT:**

The proposed action is approval of an agreement with Harbor Breeze Corp. to provide boat tours for the Harbor Department's student/youth boat tour program as well as for as-needed tours. As an administrative activity, the Director of Environmental Management has determined that the proposed action is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with Article II Section 2(f) of the Los Angeles City CEQA Guidelines.

**ECONOMIC BENEFITS:**

Approval of the proposed Agreement will support one direct and four secondary one-year equivalent jobs for the five-county region.

**FINANCIAL IMPACT:**

The financial impact of the proposed one-year agreement is that the Harbor Department will approve a not-to-exceed amount of \$250,000 per year for the as-needed and student/youth tour. Funds in the amount of \$250,000 have been approved in the FY 2015/16 budget in Account 52040 (Government/Community Promotional/Maritime Education), 0220 (Public Relations). If the agreement is approved, \$250,000 will again be requested to be budgeted as part of the Harbor Department's annual budget adoption process in the 2016-17 and 2017-18 fiscal year budgets. If future fiscal year funds are not appropriated by the Board for the work in any subsequent fiscal year as by the agreement, the agreement shall be terminated. However, such termination shall not relieve the parties of liability for any obligation previously incurred.

**CITY ATTORNEY:**

The City Attorney's Office has prepared and approved the proposed agreement as to form and legality.

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TRANSMITTAL:

1. Proposed agreement with Harbor Breeze Corp.



THERESA ADAMS LOPEZ  
Director of Community Relations

FIS Approval: MB (initials)  
CA Approval: MB (initials)



ARLEY BAKER  
Sr. Director of Communications



DOANE LIU  
Deputy Executive Director and Chief of Staff

APPROVED:



EUGENE D. SEROKA  
Executive Director