

City of West Hollywood

Economic Development Department

Request for Proposal (RFP)

Pilot Program Shuttle Service Operator for the Entertainment Shuttle

The City of West Hollywood invites qualified firms to respond to a Request for Proposal (RFP) to provide vehicles and drivers to operate a 6-month pilot program Entertainment Shuttle service along Santa Monica Blvd in the City of West Hollywood City limits.

Instructions:

The deadline for submitting Proposals is **Tuesday, May 21, 2013 no later than 3:00 pm.**

Proposals shall be submitted in writing in a sealed envelope marked on the outside: "Sealed Proposals for **Entertainment Shuttle Operator RFP.**" Three bound copies and one unbound copy of the proposal shall be submitted to the Office of the City Clerk no later than 3:00 PM, May 21, 2013. No oral, telephonic, or telegraphic proposal or modification of proposal will be considered.

Proposals must be addressed as follows:

Office of the City Clerk
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069

Re: Entertainment Shuttle Operator RFP

Proposals shall be typewritten and signed in ink by the president, chief executive officer, or individual authorized to act on behalf of the company, with current Power of Attorney if applicable. The name and mailing address of the individual submitting the proposal must be provided. Proposals shall be complete in all material respects in order to be considered.

All proposals shall include the following:

A. Cover Letter

A cover letter, not to exceed three pages in length, should summarize key elements of the proposal. An individual authorized to bind the consultant must sign the letter. The letter must stipulate that the proposal price will be valid for a period of at least 180 days. Indicate the address and telephone number of the contractor's office located nearest to West Hollywood, California and the office from which the project will be managed.

B. Background and Project Summary Section

The Background and Project Summary Section should describe your understanding of the route, the work to be done, and the objectives to be accomplished. Refer to Scope of Work of this RFP.

C. Methodology Section

Provide a detailed description of the approach and methodology to be used to accomplish the Scope of Work of this RFP. The Methodology Section should include:

- 1) An implementation plan that describes in detail (i) the methods, including controls by which your firm manages projects of the type sought by this RFP; (ii) and any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work.
- 2) Detailed description of efforts your firm will undertake to achieve client satisfaction and to satisfy the requirements of the "Scope of Work" section.
- 3) The program provides a themed experience for riders of the West Hollywood Entertainment Shuttle. Describe how your company will provide such an experience.

- 4) The **CITY** has not made a determination of the type of vehicle to use for this program. That determination will be made through this RFP process. Submitters are encouraged to submit multiple fleet options with pricing for each option for the **CITY's** consideration provided they meet the requirements set forth in this RFP. Describe in detail the make, model, year, fuel type, capacity and other details of each vehicle proposed for use. You must provide information on at least two (2) identical vehicles available to service the program. Provide at least one (1) clear, color, interior photo and at least one (1) clear, color, exterior photo of each vehicle at a minimum size of 5 x 7. (Professional printing is not necessary but please incorporate the photos into your submission). Indicate the location at which vehicles will be housed when not operating as the City of West Hollywood Entertainment Shuttle. Note that preference will be given to vehicles using alternative fueling sources to gasoline as well as possible Trolley type vehicles.
- 5) Describe in detail the methods to be used by drivers and the program operator for ensuring continuing service during mechanical difficulties or breakdowns that affect the program during or before/after shuttle operating hours. Further describe how the operator will remain in contact with the **CITY's** project manager(s) during shuttle operating hours.
- 6) Detailed description of specific tasks you will require from **CITY** staff. Explain what the respective roles of **CITY** staff and your staff would be to complete the tasks specified in the Scope of Work.

D. Staffing

All operators must have appropriate and legally required certifications and licenses. Please indicate, and provide copies of, any certificates or licenses required of the company by the County or State to operate a transportation company. Please provide the same information for any subcontractors proposed to provide service on behalf of the contracted firm, along with details of their experience and references.

E. Qualifications

The information requested in this section should describe the qualifications of the firm, and projects within the past five years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

- 1) A summary of the firm's demonstrated capability, including length of time that your firm has provided the services being requested in this Request for Proposal.
- 2) Provide at least two (2) Southern California references that received similar services from your firm. The **CITY** reserves the right to contact any of the organizations or individuals listed. Information provided shall include:
 - Client Name
 - Project Description
 - Project start and end dates
 - Client project manager name, telephone number, and e-mail

F. Fee Proposal

Bidders shall provide cost proposals based on the following:

- 1) Hourly operating rate per proposed shuttle vehicle through December 31, 2013. Rate shall include all associated operational costs including, but not limited to, labor, supervision, shuttle, fuel, and any other necessary costs.
- 2) Total 6-month pilot project budget accounting for project duration, anticipated level of service and operating hours from July 1, 2013 through December 31, 2013.

For a full copy of the Request for Proposal (RFP) please contact the Economic Development office at 323-848-6402 or by e-mail at lbiery@weho.org.

The City reserves the right to reject any and all proposals and award the contract to the Contractor who best meets the requirements set forth in the Specifications.
Corey Schaffer, City Clerk