City of West Hollywood
Long Range & Mobility Planning
Request for Proposals (RFP)
Eastside Market Study for Community Planning Process

The City of West Hollywood is requesting proposals for **a Market Study to inform the Eastside Community Plan** according to specifications set forth in this Request for Proposals (RFP). The request for proposal will be reviewed to evaluate firms qualified to provide consultant services for the City of West Hollywood. The City desires a Consultant with market analysis expertise and experience working with municipalities and presenting market data to community groups.

Instructions
The deadline for submitting Proposals is **April 21, 2014 no later than 5:00 p.m**.

The proposer should mail, courier, or hand deliver **seven (7) sealed proposals** to the City of West Hollywood no later than Monday, April 21, 2014 at 5pm and **email one (1) digital copy** of the submission to gsheridan@weho.org with the subject line "Eastside Market Study RFP Submission." No oral, telephonic, or telegraphic proposal or modification of Proposal will be considered.

Proposals must be addressed as follows:
Attn: City Clerk
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069
Proposal: Eastside Market Study

Proposals shall be typewritten and signed by a duly authorized officer of the proposer. Proposals shall be complete in all material respects in order to be considered.

All proposals shall include the following:
A. Cover letter
B. Consultant qualifications
C. Consultant experience description and three (3) references
D. Project team description
E. Summary of proposed approach and work plan
F. Fee proposal

For a full copy of the Request for Proposals (RFP) please contact the City Clerk's office at 323-848-6409 or the Long Range & Mobility Planning Division by email at gsheridan@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.

Yvonne Quarker
City Clerk