

# City of West Hollywood

## Economic Development Department

### Request for Proposal (RFP) Needs Assessment and Ridership Feasibility Study for the City of West Hollywood Entertainment Shuttle known as “The PickUp”

The City of West Hollywood invites qualified firms to respond to a Request for Proposal (RFP) to provide analysis regarding the need and feasibility for possible expansion opportunities of the existing City of West Hollywood nighttime Entertainment Shuttle known as The PickUp.

#### Instructions:

The deadline for submitting Proposals is **Friday, May 30, 2014 no later than 3:00 pm.**

Proposals shall be submitted in writing in a sealed envelope marked on the outside: “Sealed Proposals for **Needs Assessment and Ridership Feasibility Study 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 30, 2014. 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: Needs Assessment and Ridership Feasibility Study RFP  
Do Not Open With Regular Mail**

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 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 current service route, the work to be done, the timeline needed to complete the project, 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. This should include:

- A description of phasing, data sources, models, target populations or other specifics regarding your approach.

- A detailed description of specific tasks or data that you will require from **CITY** staff.
- An explanation of the anticipated respective roles of **CITY** staff and **CONSULTANT** staff to complete the tasks specified in the Scope of Work.
- Examples of data categories to be delivered as part of the final report.

#### D. 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 RFP.
- 2) Please include information on at least three similar projects, specifying the following information:
  - Client Name, location, year of completion
  - Name of project manager and key staff
  - Brief description of the project, the format and techniques used
  - Project start and end dates
  - Client project manager name, telephone number, and e-mail

#### E. Cost Proposal

Include a not-to-exceed project budget, including the hourly billable rates which will be applied to the project and an estimated number of hours required to complete the scope of work described. Provide an explanation of any assumptions made in calculating the project costs.

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 [lminnich@weho.org](mailto:lminnich@weho.org)

**Questions about this RFP must be directed in writing, via e-mail to:**

Laura Minnich, Economic Development Analyst  
[Lminnich@weho.org](mailto:Lminnich@weho.org)

***Last day for clarifying questions is May 21, 2014***

Responses to questions will be provided as they are received and posted on the City's website at <http://weho.org/city-hall/city-clerk/public-notices/rfp-rfq-bid-notices>

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