



REQUEST FOR PROPOSAL

FOR

**Needs Assessment and Ridership Feasibility Study
for the City of West Hollywood Entertainment Shuttle
known as "The Pickup"**

**Economic Development Division
CITY OF WEST HOLLYWOOD**

**Deadline to Submit Proposals
FRIDAY, MAY 30, 2014 AT 3:00 P.M. PST**

**NEEDS ASSESSMENT AND RIDERSHIP FEASIBILITY STUDY
FOR THE CITY OF WEST HOLLYWOOD ENTERTAINMENT SHUTTLE
REQUEST FOR PROPOSAL (RFP)**

The Economic Development Division of the City of West Hollywood is seeking proposals from qualified consulting companies 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. The City anticipates the final work product would be a report with accompanying quantitative analyses and tables. The Scope of Work for the project is detailed further in this Request for Proposal (RFP). The City anticipates entering into an agreement based on a not-to-exceed contract amount.

TABLE OF CONTENTS

1. Introduction
2. Background
3. RFP Schedule
4. Scope of Work
5. Cost Proposal
6. Payment Schedule
7. Evaluation and Selection Process
8. Term of Agreement
9. RFP Submission Requirements
10. Instructions for Submittal of Proposals
11. Insurance and Contract Requirements

1. INTRODUCTION: The City of West Hollywood was incorporated in 1984. It is 1.9 square miles in area and is bounded by Beverly Hills to the west, Hollywood to the east, and Los Angeles to the north and south.

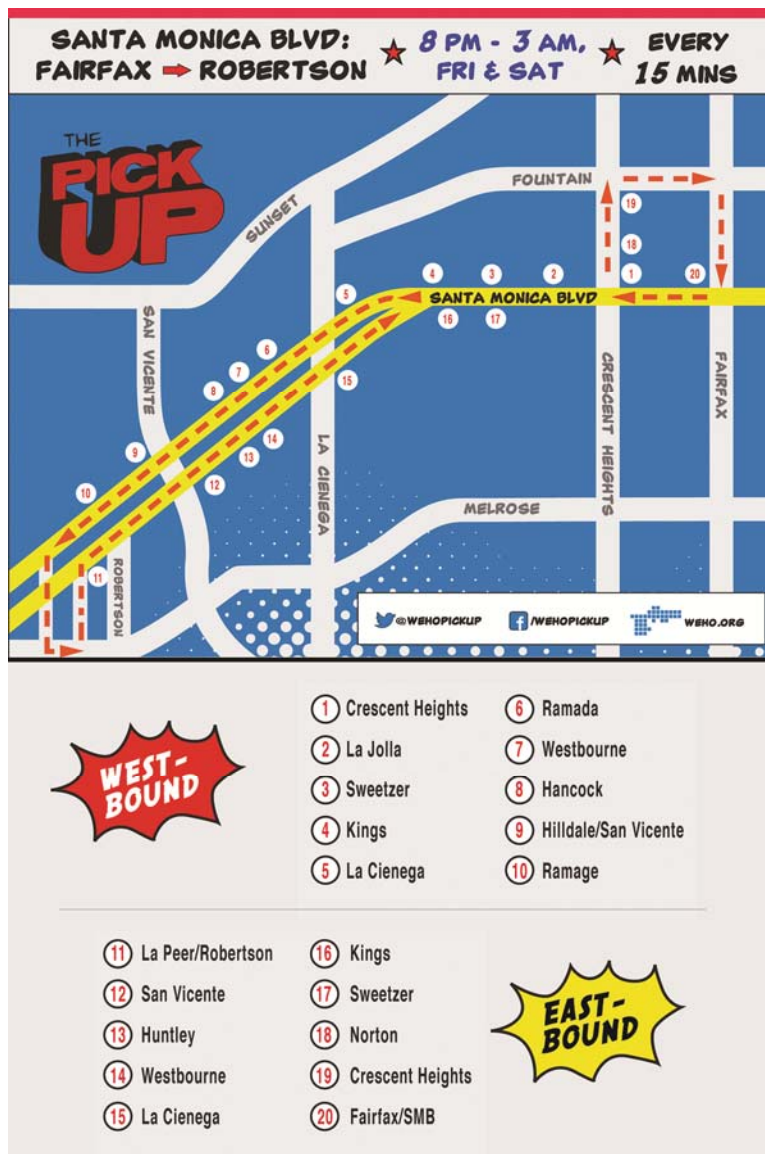
West Hollywood is home to approximately 35,000 residents and over 3,500 businesses. The weekend population swells to 78,000 as neighbors from nearby communities take advantage of shopping, dining and entertainment.

Approximately 40% of the City's residents are gay or lesbian, 10% are Russian-speaking immigrants, and close to 20% are senior citizens. The City's main industries are entertainment (production, post-production and related uses), hospitality (hotels, restaurants, and nightclubs), and arts and design (furniture and art galleries). The community is densely populated, is LA County's "Largest Singles" population, and is a very high traffic area.

The City is home to the world famous Sunset Strip and hosts the Halloween Carnaval in October, and the Christopher Street West Gay, Lesbian and Transgender Pride Parade and Festival in June. The City also includes dozens of visitor attractions such as a wide variety of restaurants and entertainment venues that cater to local residents, visitors, and tourists alike. Annually, over 1.2 million visitors come to the City and many stay in one of the City's eighteen hotels.

2. BACKGROUND: The West Hollywood City Council directed staff to initiate a Pilot Program for an Entertainment Shuttle (The PickUp) along Santa Monica Boulevard in April of 2013. The initial pilot phase ran from August through December 2013. In December of 2013, City Council extended the pilot program through June of 2014. As part of the 2014-2016 budget process, City Council will evaluate further extension of the pilot program as well as funding options. The analysis from the completed Needs Assessment and Ridership Feasibility Study will assist in informing staff and the City Council regarding possible expansion opportunities of the existing service route and potential future ridership.

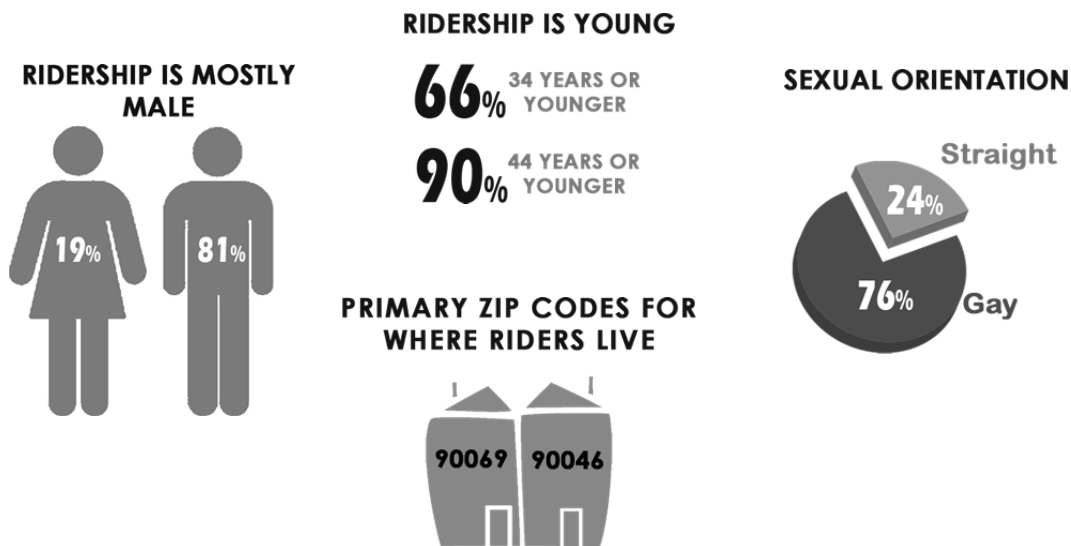
The current route for The PickUp is a roughly 3.8 mile fixed route loop, with 20 stop locations. Program hours are from 8:00 p.m. to 3:00 a.m. on Fridays and Saturdays traversing along Santa Monica Boulevard between Robertson and Fairfax. A complete route map with stop locations is included below:



The PickUp has a very active social media following including a Facebook fan page (1,663 fans), Twitter feed (577 followers), and Instagram account (157 followers). On average, The PickUp has approximately 1,200 boardings each weekend. Saturdays are slightly more popular than Fridays on the current schedule.

Throughout the duration of the pilot, PickUp line riders have taken great interest in the success of the pilot program and provided input on improving the service. Utilizing social media channels, riders and fans of The PickUp have sent direct messages to staff, left comments on the Facebook page, and tweeted at The PickUp. Fans and riders alike have asked the City to consider increasing the hours of operation, days of service, the development of a mobile app to allow for tracking the vehicles, as well as extending service to the eastern border of West Hollywood along Santa Monica Boulevard.

During the marketing and branding phase of the pilot, the marketing team anticipated that the eventual ridership for The PickUp would be predominantly gay males roughly age 21 – 40. As part of the pilot program assessment, an onboard survey of riders was conducted during two weekends (one in January and another in late February) by staff from Symblaze, Inc (The marketing firm hired by the **CITY** for the project). The survey included questions collecting both demographic information and soliciting feedback from the ridership about possible changes in service. Riders completed the surveys verbally with the onboard team collecting the data. The survey results are summarized below:



- Ridership is ethnically diverse – 55% are non-white
- Perception of the service is quite positive:
 - 97% think it is on-time (68% of that say it is on-time, all the time)
 - 84% love everything about The PickUp and the remaining 16% are mostly satisfied
 - 90% want Sunday service and 40% of those want Thursday as well
 - 90% want to leave the hours as 8pm-3am
- A mobile app is highly desired – 79% say they would use it, and it was the biggest topic of conversation with the onboard survey conductor

- Most people (58%) do not see a need to extend the service to La Brea
- If The PickUp did not exist, 65% of respondents stated they would have walked and 11% stated they would have taken a taxi
- A majority of riders of The PickUp have a car that they use regularly (64%)

Based on feedback from riders, social media fans, members of the residential and business community, an RFP for a needs assessment and ridership feasibility study is being released to explore additional service days (Thursday/Sunday) as well as the extension of service to Fuller or La Brea. While current onboard ridership survey data does not support extension of the service to La Brea, a feasibility/needs assessment study should explore if future ridership exists within the community currently or within new residential developments anticipated to open in the next 18-24 months.

3. RFP SCHEDULE (Subject to change):

This request for proposal will be governed by the following (tentative) schedule:

- | | |
|--------------------------------------|--------------------------|
| a. Release of RFP document | April 30, 2014 |
| b. Any Clarifying Questions Due | May 21, 2014 |
| c. Deadline for Proposers' Response | May 30, 2014 |
| d. Proposal Evaluation | June 2-6, 2014 |
| e. Interviews if needed | June 9-11, 2014 |
| f. Vendor Selection and Notification | June 12, 2014 |
| g. City Council Approval of Contract | June 23, 2014 |
| h. Contract Start Date | On or after July 1, 2014 |

4. SCOPE OF WORK: The City of West Hollywood (“**CITY**”) is seeking a qualified consulting company to provide the City with an analysis and report examining as well as quantifying the needs, timeline, and ridership feasibility for expansion of the existing entertainment shuttle service. Specifically, the final work product (report) shall include a review of the following:

- Conduct a route analysis and performance study regarding the existing route;
- Analysis of the demographics of the East Side potential rider including current and future tenants should the route be expanded;
- Analysis of the need for additional service days (Thursday/Sunday) or hours of service on the existing route and extended route;
- Identify stop locations for an expanded/altered route structure; and
- Explore funding opportunities to fund the existing route and/or extension.

To gather the necessary data, the selected **CONSULTANT** will need to interview owners or managers of local hotels, retail stores, major developments, and restaurants/bars as well as survey residents and/or current riders. As necessary, the **CITY** can provide contact information for potential interviewees and access to the social media channels for the current ridership base. The **CONSULTANT** should anticipate this effort as part of the cost proposal.

The **CITY** anticipates the **CONSULTANT** would need to attend up to three meetings with **CITY** staff (Kick-off meeting, Check-In meeting with initial data analysis and research, and Final meeting with staff to review the draft report). The **CITY** also anticipates the **CONSULTANT** will need to make three formal presentations on the report/data; one to executive level staff at the **CITY** and the other to the City Council if requested. It is also anticipated the **CONSULTANT** would work closely with **CITY** staff on the assignment. **CITY** staff will provide any existing available ridership data and information to the **CONSULTANT** as necessary. Staff will also review the analysis and draft report, and provide comments prior to the completion of the final document. It is anticipated a final report document would be provided to the **CITY** no greater than 90 days from the execution of the contract award documents.

Additional Services: The general service requirements outlined in the Scope of Work describe the minimum work to be accomplished. Upon final selection of the firm, the Scope of Work may be modified during negotiations with the **CITY**.

5. COST PROPOSAL: Include a not-to-exceed project budget, including the hourly billable rates which will be applied to the project. Provide an explanation of any assumptions made in calculating the project costs.

If a sub-consultant will be utilized, the **CONSULTANT** shall indicate what portion of the work the sub-consultant would be responsible for and include that in the overall budget cost. The **CONSULTANT** shall also provide information about the sub-consultant, including expertise, experience, and recent projects.

6. PAYMENT SCHEDULE: Upon execution of a contract, the fees for the scope of work will be paid monthly upon submittal of an accurate invoice of expenses and hours to the **CITY**.

7. EVALUATION AND SELECTION PROCESS: The **CITY** may use some or all of the following criteria in its evaluation and comparison of proposals submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance:

- A. Experience, expertise, and work with similar projects
- B. Firms' qualifications related to municipal and/or public sector experience
- C. Presented approach, projected timeline, and completeness of proposal
- D. Fee/price

The selection committee will consist of **CITY** Staff members.

The **CITY** may require additional information and proposers agree to furnish such information. The **CITY** reserves the right, at its sole discretion, to award the contract to that proposer who will best service the interest of the **CITY**. The **CITY** reserves the right, based upon its' deliberations and its' sole opinion, to accept or reject any proposal. The **CITY** reserves the right to waive minor irregularities or variations to the specifications and in the bidding process.

The **CITY** may also contact and evaluate the bidder's and subcontractor's references; contact any bidder to clarify any response; contact any current users of a bidder's services; solicit information from any available source concerning any aspect of a proposal; and seek and review any other information deemed pertinent to the evaluation process. The evaluation committee shall not be obligated to accept the lowest priced proposal, but shall make an award in the best interests of the **CITY**.

After written proposals have been reviewed, discussions with prospective firms may or may not be required. If scheduled, the oral interview will be a question/answer format for the purpose of clarifying the intent of any portions of the proposal. The individual from your firm that will be directly responsible for carrying out the contract, if awarded, should be present at the oral interview.

A Notification of Intent to Award may be sent to the vendor selected. Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing vendors unless an agreement is reached. If contract negotiations cannot be concluded successfully, the **CITY** may negotiate a contract with the next highest scoring vendor or withdraw the RFP.

8. TERM OF AGREEMENT: The initial term of agreement will be for the duration of the project. This RFP and the proposal submitted in response to this RFP may be incorporated as part of the final contract. Interested contractors should provide an anticipated timeline for the project and all deliverables based on an anticipated contract award date of July 1, 2014. It is anticipated a final report document would be provided to the **CITY** no greater than 90 days from the execution of the contract award documents.

9. RFP SUBMISSION REQUIREMENTS: The **CITY** is requesting concise responses to this RFP; proposals should be no longer than 20 pages. Interested contractors should provide the **CITY** with a thorough proposal using the following guidelines:

Proposal should be typed using a 12-point font size and include a transmittal letter. Each proposal will adhere to the following order and content of sections. Proposal should be straightforward, concise and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Proposals, which appear unrealistic in the terms of technical commitments, lack of technical competence or are indicative of failure to comprehend the complexity of this contract, may be rejected. The following proposal sections are to be included in the bidder's response:

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.

10. INSTRUCTIONS FOR SUBMITTAL OF PROPOSALS:

All proposals must be submitted in PDF file format.

- **Content of Proposal**

The proposal must be submitted using the format as indicated in the proposal format guidelines.

- **Preparation of Proposal**

Each proposal shall be prepared simply and economically, avoiding the use of elaborate promotional material beyond those sufficient to provide a complete, accurate and reliable presentation.

- **Number of Proposals**

Submit three (3) bound and one (1) unbound copy of your proposal in sufficient detail to allow for thorough evaluation and comparative analysis.

- **Submission of Proposals**

Complete written proposals must be submitted no later than 3:00 p.m. (P.S.T) on Friday, May 30, 2014 to the address below. Proposals will not be accepted after this deadline. Faxed or e-mailed proposals will not be accepted.

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

- **Inquiries**

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

Laura Minnich, Economic Development Analyst

Lminnich@weho.org

Last day for clarifying questions is May 21, 2014

Questions regarding the RFP will be accepted until 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-notice/rfp-rfq-bid-notice>

From the date that this RFP is issued until a firm is selected and the selection is announced, firms are not allowed to communicate for any reason with any **CITY**

employee other than the contracting officer listed above regarding this RFP. No questions other than written will be accepted, and no response other than written will be binding upon the **CITY**.

- **Conditions for Proposal Acceptance**

This RFP does not commit the City to award a contract or to pay any costs incurred for any services. The **CITY**, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any qualified source, or to cancel this RFP in part or in its entirety. All proposals will become the property of the City of West Hollywood. If any proprietary information is contained in the proposal, it should be clearly identified.

11. INSURANCE AND CONTRACT REQUIREMENTS: During the term of this contract with the **CITY**, except as otherwise stated in this contract, the **CONTRACTOR** shall procure and maintain insurance and bonds, if required, of the types and to the limits and conforming to requirements as specified below. No work shall begin until evidence of these financial guarantees is delivered as is directed:

Workers' Compensation Coverage. The **CONTRACTOR** shall maintain Workers' Compensation Insurance and Employer's Liability Insurance for its employees in accordance with the laws of the State of California. In addition, the **CONTRACTOR** shall require any and every subcontractor to similarly maintain Workers' Compensation Insurance and Employer's Liability Insurance in accordance with the laws of the State of California for all of the subcontractor's employees. Any notice of cancellation or non-renewal of all Workers' Compensation policies must be received by the **CITY** at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the **CITY**, its officers, agents, employees, and volunteers for losses arising from work performed by the **CONTRACTOR** for the **CITY**.

This provision shall not apply if the **CONTRACTOR** has no employees performing work under this Agreement. If the **CONTRACTOR** has no employees for the purposes of this Agreement, the **CONTRACTOR** shall sign the "Certificate of Exemption from Workers' Compensation Insurance."

General Liability Coverage. The **CONTRACTOR** shall maintain commercial general liability insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury, and property damage.

Professional Liability Coverage. The **CONTRACTOR** shall maintain professional liability coverage in an amount not less than one million dollars (\$1,000,000) for protection against claims alleging negligent acts, errors, or omissions which may arise from the consultants operations under the agreement.

Automobile Liability Coverage. The **CONTRACTOR** shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the **CONTRACTOR** arising out of or in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than three hundred thousand dollars (\$300,000) combined single limit for each occurrence. If **CONTRACTOR** or **CONTRACTOR**'s employees will use personal

autos in any way on this project, **CONTRACTOR** shall obtain evidence of personal auto liability coverage for each such person.

The selected firm or corporation will be required to comply with the **CITY's** standard contract requirements set forth in the following section:

LIVING WAGE ORDINANCE. The **CONTRACTOR** shall abide by the provisions of the West Hollywood Living Wage Ordinance. During the term of this Agreement, the **CONTRACTOR** shall keep on file sufficient evidence of its employee compensation to enable verification of compliance with the West Hollywood Living Wage Ordinance.

EQUAL BENEFITS ORDINANCE, No. 03-662. The **CONTRACTOR** shall abide by the provisions of the West Hollywood Equal Benefits Ordinance. During the term of this Agreement, the **CONTRACTOR** shall keep on file sufficient evidence of its employee compensation and any applicable benefits packages, as those benefits relate to the coverage of the domestic partners of contractor's employees, which shall include; bereavement leave; family medical leave, and health insurance benefits, to enable verification of compliance with the West Hollywood Equal Benefits Ordinance.

RESTRICTIONS: Arab League Boycott of Israel. The **CONTRACTOR** hereby affirms it does not honor the Arab League Boycott of Israel.