June 19, 2014

REQUESTS FOR QUALITIFICATIONS
STREET MEDIA ASSESSMENT

The City of West Hollywood ("City") seeks to retain the services of a highly qualified Consulting Firm ("Consultant") experienced in successfully managing and completing a multifaceted study related to signage and public assets with the public right-of-way and public facilities (parks, parking structures, etc.) including an analysis of revenue-generating potential from all of these assets.

The Consultant selected to assist the City will develop a Street Media Assessment to provide the City with alternatives on how to integrate existing and new street media assets with the new and existing technology systems. The City is looking for a Consultant who can recommend technology and bring diverse needs together to formulate an overall organizational strategy and implementation plan. A comprehensive evaluation of the economic, urban design, land use, and technological aspects of street media will allow the City to elevate the experience, image, and potential of the cityscape and to better address new emerging technologies in the public right-of-way, help enhance the branding of the City, provide information to residents and tourist, and increase potential revenue sources.

Firms are invited to respond to the Request for Proposals (RFQ). The complete RFQ is posted on the City's website at http://www.weho.org/city-hall/city-clerk/public-notices and is also available by way of the Office of the City Clerk.

Proposers must submit required documentation by <u>5:00 p.m., Thursday July 17, 2014 addressed to:</u>

City Clerk
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069
Attn: Francisco Contreras, Innovations Liaison

The package should be clearly labelled:

RFQ: Street Media Assessment
Name of Consultant
Consultant's Address
Consultant's Contact Person
Consultant's Telephone Number

Proposals received after that date and time will not be considered.