

# **LOBBYING & ADVOCACY SERVICES FOR METRO & TRANSIT AFFAIRS**

## **REQUEST FOR PROPOSALS**



**RESPONSES DUE BY:**

**MONDAY, AUGUST 18, 2014 AT 4 P.M. PST**



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## 1. INTRODUCTION

### 1.1 Introduction

The City of West Hollywood, hereinafter referred to as "City," is soliciting proposals from qualified vendors to provide lobbying and advocacy services related to transit and mobility projects, the Los Angeles County's Metro Board and other entities involved in regional transit policy-making. The required services and performance requirements are described in the Scope of Services.

Responses must conform to the requirements of this Request for Proposals (RFP). The City reserves the right to waive any irregularity in any proposal or to reject any proposal, which does not comply with this RFP. The selection of the proposal will be made solely by the City on criteria determined by the City.

The successful proposer will be required to enter into an agreement, which will include the requirements of this RFP as well as other requirements. The initial term of the agreement will be 12 months with the option of two additional renewals of twelve months terms each.

The City expects, but does not guarantee, that the decision on selection of a Firm will be made on the date indicated in the Proposal Schedule. The City assumes no obligation for any costs incurred by any proposer in preparing the response to this RFP, attending an interview, or any other activity prior to the award of the contract to the selected proposer.

After the deadline for receipt of proposals, no oral, telephonic or telegraphic proposal or modification of proposal will be considered. Individuals serving in the capacity of spokesperson or representative for the party submitting a proposal **shall not communicate, meet or discuss any aspect of the evaluation, consideration and decision-making process of this RFP with any City employee, City Council member, or City appointed official. Failure to comply with this provision will result in automatic disqualification from the RFP process.**

All proposals submitted to the City of West Hollywood shall become the exclusive property of the City. **Once City staff has negotiated a contract for presentation to the City Council, all proposals shall become a matter of public record subject to disclosure, with the exception of those elements of each proposal that are identified by the Contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary" and determined by the City to be exempt from disclosure under the Public Records Act.** Each element of a proposal that the Contractor desires not to be considered a public record must be clearly marked as set forth above. If disclosure is required under the California Public Records Act or

otherwise by law, the City will make an independent determination and retain the confidentiality to the extent permitted by the Public Records Act.

The City of West Hollywood retains the right to reject any and all proposals without cause, regardless of the number of responses received. Under no circumstances is the City responsible for the costs expended by the proposers in preparing and submitting proposals.

The City reserves the right to amend the Request For Proposals by addendum prior to the final submittal date.

Any Proposals received prior to the date and time specified for receipt of proposals may be withdrawn or modified by written request of the Proposer. To be considered, however, the modified Proposal must be received by the time and date specified.

The City's principal contact for this proposal will be **Hernan Molina, Sr. Management Analyst**, 8300 Santa Monica Boulevard, West Hollywood, CA 90069. The telephone number is (323) 848-6400, and the fax is (323) 848-6575.

## **1.2 West Hollywood Background**

The City of West Hollywood is a General Law City with five Council members elected at-large to four year terms on a staggered basis. The City is also a contract city, which contracts out many of its public services. Police service is contracted with the Los Angeles County Sheriff's Department and Fire protection through the Los Angeles County and Consolidated Fire Protection District. The City has approximately 210 full-time and about 30 part-time employees. Its operating budget is approximately \$90 million. The City's fiscal year begins on July 1 and ends on June 30.

With a population of over 35,000 and approximately 25,000 residential units in a land area of only 1.9 square miles, West Hollywood is a highly dense, urban community surrounded by the cities of Los Angeles and Beverly Hills. The City is home to a large immigrant Russian population, as well as one of the nation's best-known gay and lesbian communities. Relatively few children live in West Hollywood, as many of its residents are either adults with no children or senior citizens.

The City is home to the world famous Sunset Strip, the West Hollywood Design District and hosts the annual Halloween Carnival in October, the Christopher Street West Gay, Bisexual, Lesbian and Transgender Pride Parade and Festival in June, as well as dozens of visitor attractions that include a wide variety of restaurants and entertainment venues. On a typical weekend, the City population swells to over 80,000 residents and during special events, the City attracts close to a quarter of a million people. The City strives to provide a variety of

transportation options for visitors and residents. Metro has both local and rapid busses travelling through the City with weekday boardings and alightings averaging 6620 passengers. The *CityLine* shuttle is a local circulator that averages 225 boardings a day. The City also offers a nighttime entertainment trolley on weekend nights along the west end of Santa Monica Blvd. The "Pick Up" trolley is a 3.8 mile fixed-route trolley service with 20 stops. It has been creatively branded to encourage walking and park experience for nightlife goers in West Hollywood. It has been a huge success with an average of 1,200 boardings per weekend.

### **1.3 Mission Statement and Core Values**

#### ***Mission Statement***

As a premiere city, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban environment, and dedicated to preserving and enhancing its well-being. We strive for quality in all our actions, setting the highest goals and standards.

#### ***Core Values***

- Respect and Support for People

We recognize and celebrate the diversity of our community by treating all individuals with respect for their personal dignity and providing a wide array of specialized services. We promote mutual respect, courtesy, and thoughtfulness in all interactions.

- Responsiveness to the Public

We hold ourselves accountable to the members of our community and are committed to actively seeking public participation. We promote a public process whereby we can respond to the community's needs while balancing competing interests and diverse opinions.

- Idealism, Creativity and Innovation

We value our artistic richness and support idealism and creativity. We are dedicated to consistently finding innovative and better solutions to provide the best public service possible.

- Quality of Residential Life

We maintain a balanced sense of community by protecting quality of life, conserving our historic neighborhoods, safeguarding housing affordability, and proactively governing growth with care and thought.

- Promote Economic Development

We recognize that economic development is essential to maintaining quality of life for the total community. We support an environment where our diverse and eclectic businesses can flourish, and seek mutually beneficial relationships with the business community.

- Public Safety

We protect the personal safety of our constituents and safeguard the community from the threats of natural, technological and other man-made hazards. Through preparation and planning, we minimize the effects of these disasters.

- Responsibility for the Environment

We make it our responsibility to protect and improve our natural and built environments, pursuing opportunities to preserve and create open and green space in our urban setting. We initiate partnerships with other cities and agencies to address regional and global environmental challenges.

#### **1.4 Definitions**

The following meanings are attached to the following defined words when used in this RFP:

The word "*City*" or "*CITY*" shall mean the City of West Hollywood municipality.

The word "*Proposer*" means the consultant, contractor, agency or firm submitting a proposal on these specifications, or any part thereof.

The word "*Services*", "*Contract Services*" or "*Scope*" means the work to be delivered by the Firm or corporation as set forth in "Form B" attached hereto and incorporated herein by reference.

The words "*contract*", "*agreement*", or "*AGREEMENT*" shall mean the document executed between the Proposer and the CITY to carry out the scope of services of the RFP.

## 2. PROJECT INFORMATION

### 2.1 *Project Description and Background*

#### Challenges and Issues Facing West Hollywood:

West Hollywood faces significant issues with respect to traffic and congestion. These issues existed prior to cityhood and continue to affect the community despite a variety of interventions initiated by the City over the years. For instance, West Hollywood has invested significantly in improving traffic signals designed to enhance the flow of traffic and allow buses to move without blocking intersections of traffic. Despite these improvements, West Hollywood continues to be impacted by a significant amount of vehicular traffic much of which is pass-through traffic, with commuters coming from the Valley, Hollywood and East Los Angeles to Beverly Hills, Century City and other parts of the Westside.

Addressing traffic in West Hollywood requires a comprehensive set of strategies. The City's recently-adopted General Plan (GP) and Climate Action Plan (CAP) (2011) provide specific policy guidance and implementation actions the City needs to undertake to improve multi-modal transportation and improve overall mobility in the City. One strategy is to provide residents and commuters with additional mass transit options. West Hollywood has demonstrated its support for mass transit in a number of different ways. Metro data also indicates that non-dependent transit users are often more likely to use rail than bus services. Rail service to this area could potentially capture an additional ridership base. As the City continues to grow following a transit-oriented development pattern, the demographic profile is also shifting, incorporating younger residents, who are likely to be more educated and sophisticated, and who, in general, view rail service in more favorable ways and are more willing to utilize the service.

#### West Hollywood Voters Overwhelmingly Supported Measure R:

West Hollywood voters have consistently demonstrated their support for mass transit by voting in large numbers in favor of County-wide measures to fund transit programs. In 2008, Los Angeles County voters approved Measure R, increasing the sales tax in Los Angeles County by one-half percent to fund rail and other transit improvements. Measure R was approved by **83.6%** of the voters in West Hollywood, the highest percentage of support from any city on Los Angeles County. The most recent County-wide sales tax measure appeared on ballots in 2012. Measure J would have extended Measure R by another 30 years. Although this measure was approved by **66.1%** of the voters countywide, it fell short of the 66.7% required for passage. Once again, West Hollywood voters showed their strong support for public transit with **81.4%** of the city voting in favor of funding for mass transit.

The City's elected officials, staff and residents were actively involved in lobbying efforts to bring the Westside extension of the Metrorail to West Hollywood. They actively lobbied for the inclusion of a West Hollywood spur as part of the Westside extension. When Metro analyzed all of the alternatives for the construction of a Westside extension, one of the best performing alternatives was one that connected the Hollywood and Highland Metro station to the Westside extension on Wilshire by going through West Hollywood and connecting to the Wilshire line either via La Cienega or San Vicente. This alternative paired with the Wilshire line had the highest ridership of any of the alternatives. Despite lobbying by West Hollywood representatives, the alignment through West Hollywood was not chosen as the preferred alternative, primarily due to funding constraints. Metro officials, however, committed to including service to West Hollywood as a high priority in its long range plan.

The City's elected leaders and staff have actively participated on the Westside Cities Council of Governments (WSCCOG), which has supported the extension of the Red line through West Hollywood. Since this time, the Crenshaw extension has also emerged as a potential extension to service West Hollywood. These options, among others, need to be further explored. Presently, the RTP Technical Document provides for \$1,033,726 in the unfunded planning studies and programs portion of that document to conduct an alternative analysis.

## **2.2 Goals of the RFP**

The purpose of this RFP is to identify a consultant or firm that will act as the main lobbyist and strategist to lead, design, coordinate and implement a community and stakeholder outreach campaign with the goal of building and engaging a broad coalition in support of subway service (light or heavy rail) to West Hollywood. In addition, the consultant or firm will serve as a link between West Hollywood's elected officials and key staff with prominent decision makers on Metro's Board and other regional boards that have discretionary authority over funding and planning of major transit services such as rail service. The primary goal associated with building these alliances is to push for the immediate development of alternative analyses for a West Hollywood-focused connection, and advancing the timelines of construction.

## **2.3 Minimum Qualifications**

The ideal consultant or firm shall possess:

- Extensive knowledge of transit and Metro policies and politics so as to provide the City of West Hollywood with the necessary connections and contacts to achieve the ultimate goal of bringing rail service to West Hollywood.



- Familiarity with key decision makers and their staff, and shall be able to facilitate a dialogue between the City's elected officials and key Metro staff members.
- In-depth familiarity with Metro's Regional Transportation Plan (RTP), Short Range Transit Plan (SRTP), and other local and regional transportation planning documents, funding mechanisms, associated politics, and historical decisions.
- In-depth knowledge of the Metro Board structure and demonstrable personal connections with its members. In addition, the selected candidate shall possess fluid interpersonal relationships with key Metro staff.

#### **2.4 Scope of Services**

The following are the basic goals and objectives to be met by the retained consultant or firm. Proposers shall submit a ***“Proposed Work Program”*** (Exhibit B) indicating specific timelines and actions to meet the goals and objectives identified below.

1. Outreach efforts shall include identifying existing supporters and supporters groups;
2. Focus on expanding support to include other targeted groups and individuals from throughout the region;
3. Develop unique message points that allow for broad appeal in support of subway service (light or heavy rail) to West Hollywood;
4. Coordinate communications from supporters and supporter groups/organizations targeted at Metro Board Members and key Metro leaders;
5. Ramp up physical visibility and turnout at Metro Board hearings;
6. Work closely with City of West Hollywood elected officials and staff to identify current groups and individual supporters of subway service (light or heavy rail) to West Hollywood;

7. Build additional support for subway service (light or heavy rail) to West Hollywood from labor unions, large employers, business organizations, community groups, homeowners associations and neighborhood groups and associations from West Hollywood and throughout the region, with particular focus on areas represented by Metro Board members;
8. Develop and implement a communications strategy, prepare for community presentations and one-on-one meetings designed to expand the supporter base and outreach to organizations throughout the region;
9. Design and manage a simple website that serves as a hub to both gather support as well as to communicate with supporters through a blast e-mail or other function;
10. Manage and engage a canvassing firm to obtain letters of support for subway service (light or heavy rail) to West Hollywood, seeking signatures at relevant public locations like subway stations, Farmers' Markets, etc., and turn out supporters to relevant Metro Board meetings.
11. Liaise, coordinate and exchange information with Westside Cities Council of Governments Executive Director firm and the City's assigned staff so as to maximize lobbying and advocacy efficiencies and information sharing.

## **2.5 Program Requirements**

### **1. Records:**

- a. Consultant or firm shall maintain records of specific actions and work related to this RFP for the term of the agreement.
- b. Consultant or firm shall make records available upon the request of the City.

### **2. Monthly Activity Reports and Invoices:**

- a. Consultant or firm shall submit monthly invoices for payment to the attention of Hernan Molina, Senior Management Analyst or designee.
- b. Consultant of firm shall submit invoices along with a Monthly Activity Report that shall include a brief narrative of specific actions taken during the billing period to achieve the goals and

objectives proposed on the work program. This brief narrative will serve as an informational memo to pertinent City officials.

- c. Consultant or firm shall submit the Monthly Activity Report along with an updated "Work Program" form. The Work Program form shall clearly identify steps taken during the reporting period to achieve the goals and objectives proposed on the work program.
- d. Work Program form shall include pertinent "Ongoing Evaluation" information so as to clearly establish progress made on goals and objectives proposed as part of the work program. Once a goal has been reached, consultant shall identify that goal as achieved and shall provide information related to "Outcome Evaluation".

### 3. INSTRUCTIONS

#### 3.1 *RFP Schedule*

- |                                      |                      |
|--------------------------------------|----------------------|
| a. Release of RFP document           | 7/22/2014            |
| b. Last day for all inquiries        | 8/5/2014             |
| c. City responses to all inquiries   | 8/12/2014            |
| d. Deadline to Submit Proposals      | 8/18/2014 4 P.M. PST |
| e. Interviews with final candidates  | 9/9/2014             |
| f. Notification of award             | 9/15/2014            |
| g. City Council Approval of Contract | 9/22/2014            |
| h. Contract Start Date               | 10/1/2014            |

#### 3.2 *Proposal Submission*

- a. Proposals must be signed in ink by the president, chief executive officer, or individual authorized to act on behalf of the consultant or firm with current Power of Attorney, if applicable. The name, mailing address and other pertinent contact information of the individual submitting the proposal must be provided.
- b. Proposals shall address all requirements and expectations specified in this document.
- c. Five bound copies and one unbound copy of each proposal shall be submitted to the Office of the City Clerk no later than **Monday, August 18, 2014 at 4 P.M. PST.**
- d. Late proposals received after the deadline shall be returned unopened.

e. Proposals shall be addressed and delivered as follows:

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

**Attn: Lobbying & Advocacy Services for Metro & Transit Affairs RFP**

### **3.3 General Terms and Conditions**

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

1. **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.
2. **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.
3. **RESTRICTIONS: Arab League Boycott of Israel.** The CONTRACTOR hereby affirms it does not honor the Arab League Boycott of Israel.

### **3.4 Inquiries**

Any inquiries related to this RFP shall be addressed, in writing via email to **Hernan Molina, Sr. Management Analyst** at [hmolina@weho.org](mailto:hmolina@weho.org). The last day for inquiries to be submitted to the City is **August 5, 2014 at 4 P.M. PST. Responses will be provided by August 12, 2014 before 5 P.M. PST. Responses shall be provided via email and shall be available on the City Clerk's page of under "Public Notices / RFP/RFQ/BID Notices" <http://www.weho.org/city-hall/city-clerk/public-notices/rfp-rfq-bid-notices>**

### **3.5 Evaluation Criteria and Selection Process**

All proposals must contain all information requested in this RFP and be submitted by **Monday, August 18, 2014 at 4 P.M. PST** to be considered.

The consultant of firm that most clearly meets the RFP requirements may be invited to an interview panel to be arranged by the City. Interviews will be held at City Hall with selected candidates after initial review of proposals. The interview panel will include key staff members of West Hollywood City Hall. No single criterion, including price, will dictate the City's ultimate selection. The relative importance of these factors involves judgment on the part of the City staff and will include both objective and subjective analysis. Specific evaluation criteria will include the following:

- Qualifications and experience of consultant or firm with comprehensive advocacy and lobbying services in the Los Angeles County/Metropolitan area as it relates to transit, mobility and Metro services;
- Completeness, presentation and clarity of proposal;
- Ability of consultant or firm to dedicate resources needed to deliver the scope of services and proposed work program;
- Competitiveness of cost/overall service proposal.

### **3.6 Data to Be Submitted with Proposal**

The Proposer must respond in writing to all the items listed below point by point:

- a. Proposers shall complete **APPENDIX A – “EXECUTIVE SUMMARY”**. This section shall include the consultant's or firm's experience and years in the industry, qualifications of personnel assigned to the servicing of this contract, and any other information that the proposer may consider relevant.
- b. Proposers shall complete **APPENDIX B – “PROPOSED WORK PROGRAM”**. This section shall include detailed information aimed at clearly addressing Section 2.1 **“Scope of Services”**
- c. Proposers shall complete **APPENDIX C – “FEES”**. This section shall clearly identify all fees related to the performance of advocacy and lobbying services by the consultant or firm. If any portion of the work is to be done on a time basis, the proposal submitted should specify hourly fees to be charged and a fee cap. **Please be sure**

**to include the name, address and phone number of primary contact person responding to RFP.**

The three appendixes listed above are available on a word.doc format at <http://www.weho.org/city-hall/city-clerk/public-notices/rfp-rfq-bid-notices>

### **3.7 Revisions to the RFP**

Any revisions to the RFP document made by the City will be made available on the on the City's web site at <http://www.weho.org/city-hall/city-clerk/public-notices/rfp-rfq-bid-notices> Thus, prospective proposers shall ensure to check the City's web page periodically so as to avail themselves to any notifications of changes. The City will attempt to notify prospective responders directly but cannot guarantee such notification(s).

### **3.8 References**

Proposers shall submit at least 3 (three) professional references and complete contact information for those references.

**APPENDIX A  
“EXECUTIVE SUMMARY”**

Please describe company background, years of experience, and qualifications of consultant or firm’s personnel to be assigned as part of the servicing of this contract.



**APPENDIX B  
"PROPOSED WORK PROGRAM"**

| Goal # 1   | By When              | Responsible Party(ies)                                | Ongoing & Outcome Evaluation*                                   |
|--|----------------------|---|---|
| Specific Objectives / Actions<br>1.1.<br>1.2.<br>1.3.                    | 1.1.<br>1.2.<br>1.3. | 1.1.<br>1.2.<br>1.3.                                  | 1.1.<br>1.2.<br>1.3.  |
| <b>Goal # 2</b><br>Specific Objectives / Actions<br>2.1.<br>2.2.<br>2.3. | <b>By When</b>       | <b>Responsible Party(ies)</b><br>2.1.<br>2.2.<br>2.3. | <b>Ongoing &amp; Outcome Evaluation</b><br>2.1.<br>2.2.<br>2.3. |
| <b>Goal # 3</b><br>Specific Objectives / Actions<br>3.1.<br>3.2.<br>3.3. | <b>By When</b>       | <b>Responsible Party(ies)</b><br>3.1.<br>3.2.<br>3.3. | <b>Ongoing &amp; Outcome Evaluation</b><br>3.1.<br>3.2.<br>3.3. |
| Goal # 4   |                      |   |   |
| Goal # 5   |                      |   |   |
| Goal # 6   |                      |   |   |

*\*The Ongoing & Outcome Evaluation section will be filled out by the selected consultant or firm and submitted to the City as part of the Monthly Activity Report.*

**APPENDIX C**  
**"FEES"**

Please provide detailed information pertaining to fees related to all services provided by your consultant or firm.