

City of West Hollywood

Request for Qualifications for a Community Survey on Public Safety Related Services



November 10, 2014

Community Survey, "Citizens' Report Card"
City of West Hollywood, California
Submittal Deadline: January 12, 2015

The City of West Hollywood, California invites a professional consultant or a team of consultants, to submit a Statement of Qualifications to prepare a "Citizens' Report Card" for the West Hollywood Sheriff's Department and to assess residents' overall satisfaction with public safety related services. This "report card" or survey may include a random, telephone survey or a mailed survey in three languages. In addition, there may be stakeholder interviews, focus groups, or a community meeting. Other survey components may also be included based on suggestions from applicants. The survey will inform the City regarding community perception of the quality of public safety related services.

The City anticipates entering into an agreement based on a negotiated fee and scope of work. The survey and final report must be completed by July 2015.

BACKGROUND

The City of West Hollywood is located in a densely urban part of Los Angeles County and includes national destinations such as the Sunset Strip, the Avenues of Arts and Design, and a vibrant Gay and Lesbian nightlife area. The City is home to 37,000 residents with a diverse social and physical character, including a sizeable population of gay men, seniors, and immigrants from countries from the former Soviet Union. The City commits over \$6 million annually to social services and transportation programs for community members, most from general fund dollars.

West Hollywood is home to a population of rental and owner occupied residences, businesses, non-profit organizations, and visitors all sharing space within the 1.9 square miles of its borders. Residents are active in government groups, including serving on an array of Boards and Commissions. Consensus building among diverse community representatives is a key component of the civic culture, and will need to be a significant part of the community survey process.

SCOPE OF WORK

The project approach should be educational and highly participatory. It is important for the consultant to demonstrate an ability to plan and facilitate a thorough, innovative process of community outreach and public participation, involving creative and effective strategies to seek community input. The selected firm will prepare a work plan for collecting, compiling and interpreting data gathered from community members assessing the level of satisfaction with the West Hollywood Sheriff's Department and public safety related programming overall.

The Scope of Work includes the following key tasks:

- Develop and implement a public outreach program that creatively and effectively notifies community members about the survey, encourages their

completion of the survey, and solicits input and provides guidance during the process from a wide range of stakeholders.

- Develop a survey instrument designed to solicit input regarding the Sheriff's Department, public safety related services, and overall quality of life.
- Be able to develop a process for stakeholder interviews and focus groups and conduct them if identified as necessary.
- Be able to develop the scope of a community meeting and work with staff on its implementation.
- Prepare a report which integrates information from interviews, focus groups, and the community meeting.
- Complete report by July 2015.

STATEMENT OF QUALIFICATIONS SUBMITTAL INFORMATION

The submission requirements for the Request for Qualifications are as follows:

1. A cover letter stating interest in the project which includes, at a minimum, the following:
 - a. Statement describing why your firm considers itself best qualified to achieve the project goals and perform the work required in a responsive manner;
 - b. Description of the anticipated interaction with the client;
 - c. Description of the firm's experience in effectively and creatively soliciting public input from a wide range of stakeholders; and
 - d. Description of the firm's proposed approach, including a description of the survey methodology to be utilized to gather information and tabulate responses.
2. Provide a clear description of your firm's proposed team including identifying Principal-in-charge, Project Manager, and leaders of any tasks as applicable. Provide similar information for any sub-consultant. Also include the names, websites, addresses, and telephone numbers of additional firms you intend to use, if applicable.
3. Provide a description of the firm's expertise in the preparation of community studies for municipalities. Please include information on up to three similar projects, specifying the following information:
 - a. Name of project, location, date of completion;
 - b. Name of Project Manager and key staff;
 - c. Brief description of important features;
 - d. Project timeline and budget (with the cost of each type of survey or activity differentiated);

- e. Final project duration and cost; and
 - f. Name, address, phone number of client with name of contact person.
4. Your estimate of project budget per task, i.e., an estimate for a phone survey, for a mailed survey, and for community meetings/focus groups.

Failure to provide all requested information may result in disqualification. The City of West Hollywood reserves the right to request additional information if needed to facilitate the selection process.

Interested firms must submit their Statement of Qualifications by 5:00 p.m. on January 12, 2015. Late submittals will not be accepted. Submit two copies to:

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

The City will review the submittals and conduct an interview process. Following the interview process, the City will negotiate a final scope and fee for the consultant work. Project commencement would begin immediately following contract execution. **Please note that all documents submitted will be public documents in accordance with State law.** Once submitted, documents become the property of the City of West Hollywood.

Additional information about the City of West Hollywood can be found on the City's website: www.weho.org.

If you have any questions, you may contact Kristin Cook, Public Safety Director, at kcook@weho.org or (323) 848-6492.