

1. The Request for Proposals states that “the proposal must be no longer than 10 pages (not including staff resumes)” and also states that “double sided proposals are preferred.” Does the 10-page limit refer to the number of pages or pieces of paper, which, if printed double-sided, would constitute 20 pages of content?

**City Response: The 10 page limit refers to the number of pages (not pieces of paper). See response to #7 on page #2 of this document.**

2. Could the budget for the two components (TDM and Zoning Ordinance) vary from what’s stated on page 7 of the RFP, as long as the total is the same?

**City Response: No, due to restrictions tied to grant funding the budgets are firm.**

3. Which parts of the City’s current TDM ordinance are most successful, and which parts have been less effective?

**City Response: Analysis of the City’s current TDM ordinance, including identifying which parts have been effective (and less so) is part of the scope. Additional information is available in the following Transportation Commission staff report: <http://www.weho.org/Home/ShowDocument?id=20727>**

4. The transit incentives and standards will apply as an overlay. Is the City intending to update the underlying base districts as well for consistency with the General Plan (separate from this effort)? What is the schedule for that work?

**City Response: The City completed a comprehensive General Plan update in 2011 that created the Transit Overlay Zone and at that time updated the underlying base density citywide. The underlying zoning and General Plan land use designations are consistent in the Transit Overlay Zone areas. No further updates will be made.**

5. In certain portions of the city, both the Transit Overlay and the Mixed Use Incentive Overlay are designated. How is the latter expected to be addressed as part of this effort?

**City Response: The Mixed-Use Incentive Overlay Zone pertains to incentivizing mixed-use development only and is completely separate from the Transit Overlay Zones. Where both overlays are designated both sets of criteria/guidelines/standards will apply. No changes to the Mixed-Use Incentive Overlay Zone are part of this project.**

6. How many meetings with the Transportation/Planning commissions and the City Council should be budgeted for consultant attendance? Will staff carry the ordinances through hearings?

**City Response: Staff will carry the ordinances through the hearings. The consultant should budget to attend one City Council hearing for each project (2) at the end of the process.**

7. The 10-page proposal limit seems to be very constraining, in light of the RFP contents specified, and because teams may include multiple firms. We urge you to expand this a bit, to say 15 or 16 pages.

**City Response: The City feels that the 10 page limit specified is sufficient, however the City will exclude “Firm Qualifications & Experience” from the 10 page proposal limit.**