

**City of West Hollywood**  
**Long Range & Mobility Planning**  
**Request for Proposals (RFP)**  
**Public Benefits Economic Evaluation Tool**

The City of West Hollywood is requesting proposals for **Public Benefits Economic Evaluation Tool** according to specifications set forth in this Request for Proposals (RFP). The request for proposal will be reviewed to evaluate firms qualified to provide consultant services for the City of West Hollywood. The City desires an economic consultant with real estate development and financial modeling expertise, as well as experience working with cities and developers.

**Instructions**

The proposer should mail, courier, or hand deliver five (5) sealed proposals to the City of West Hollywood no later than **Monday, October 19, 2015 at 5pm**. No oral, telephonic, or telegraphic proposal or modification of Proposal will be considered.

**Proposals must be addressed as follows:**

City of West Hollywood  
Attn: City Clerk  
8300 Santa Monica Blvd  
West Hollywood, CA 90069  
Proposal: Public Benefits Economic Evaluation Tool

Proposals shall be typewritten and signed by a duly authorized officer of the proposer. Proposals shall be complete in all material respects in order to be considered.

**All proposals shall include the following:**

- A. Cover letter
- B. Consultant Qualifications
- C. Consultant experience
- D. Project Team
- E. Approach and Work Plan
- F. Fees

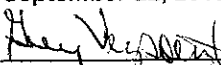
For a full copy of the Request for Proposals (RFP) please contact the City Clerk's office at 323-848-6409 or the Long Range & Mobility Planning Division by email at [gsheridan@weho.org](mailto:gsheridan@weho.org).

The City reserves the right to reject any and all proposals and award the contract to the Contractor who best meets the requirements set forth in the Specifications.

Yvonne Quarker  
City Clerk

AFFIDAVIT OF POSTING  
State of California       )  
County of Los Angeles   )  
City of West Hollywood   )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this notice on:

Date: **September 22, 2015**  
Signature:   
Office of the City Clerk