

City of West Hollywood Request for Proposals (RFP) Street Media Program

Introduction

The City of West Hollywood is seeking qualifications and detailed proposals from highly experienced firms and/or teams consisting of outdoor advertising companies, advertising agencies, design firms (architecture, graphics, etc.) and technology companies, etc. ("Proposer") to provide a cohesive family of street media assets that go beyond common perceptions of function, aesthetic and communication through user-friendly design and cutting edge technologies. The duration of the contract for the City's Street Media Program shall be for ten (10) years.

Concurrent with the Street Media Program RFP, the City will issue an RFP for a Pilot Creative Off-Site Advertising ("The Sunset Strip Spectacular") at 8755 Sunset Boulevard. The new offsite sign on the site will replace the current double sided standard dimension billboard with a forward thinking digital sign "Spectacular" which will provide an iconic identity for both the City and the Strip. In addition, the City is looking at this sign as a pilot and demonstration of cutting edge advertising, programming and technology. Although not required, all Proposers are encouraged to submit proposals for both RFP's.

For a full copy of the Street Media Program Request for Proposals (RFP) with detailed instructions, please contact the City Clerk's office at 323-848-6409, or visit the City's RFP/RFQ/BID web page at <http://www.weho.org/rfp>, the Project's website at <http://bit.ly/1G0Fh7c>, or the PlanetBids system at <http://bit.ly/1LpuZd1>.

Questions or Clarifications Pertaining to the RFP

All questions or requests pertaining to this RFP shall be submitted via PlanetBids only (<http://bit.ly/1LpuZd1>) no later than November 18, 2015 at 5pm Pacific Time. City responses will be posted on a timely basis so Proposers are encouraged to submit questions or requests for clarifications early in the process. Final responses by the City will be posted by November 23, 2015 at 12pm Pacific Time. No questions regarding this RFP will be answered over the phone or via email. Proposers that contact City personnel or City Council members after the City releases the RFP and throughout the evaluation period may have their proposals disqualified from consideration.

Submittal Instructions

The deadline for submitting Proposals is **December 15, 2015 no later than 5:00 P.M. (Pacific Time)**.

The Proposer shall mail, courier, or hand deliver ten (10) sealed hard-copy proposals to the City of West Hollywood no later than December 15, 2015 at 5pm and submit one (1) digital copy of the submission on PlanetBids (<http://bit.ly/1LpuZd1>). Proposals received after this time and date shall be disqualified and returned to Proposers unopened. Postmarks will not be accepted as proof of receipt. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals shall be considered.

Hard-Copy Proposal Delivery

Hard-copy proposals shall be enclosed in envelopes plainly marked with the following information:

Proposal: Street Media Program RFP

Name of Proposer:

Name of Primary Contact Person:

Address:

Telephone Number & Email Address:

The hard-copy submittal shall be addressed as follows:

City of West Hollywood

Attn: City Clerk

8300 Santa Monica Blvd

West Hollywood, CA 90069

Proposal: Street Media Program RFP

PlanetBids Submission

The Proposer is solely responsible for "on time" submission of their electronic proposal via PlanetBids through the following link: <http://bit.ly/1LpuZd1>. The City will only consider proposals that have been transmitted successfully and have been issued an e-bid confirmation number with a time stamp from the PlanetBids Bid Management

System indicating that proposal was submitted successfully. Proposer shall be solely responsible for informing itself with respect to the proper utilization of the bid management system, for ensuring the capability of their computer system to upload the required documents, and for the stability of their internet service. Failure of the proposer to successfully submit an electronic proposal shall be at the Proposer's sole risk and no relief will be given for late and/or improperly submitted proposals. Proposers experiencing any technical difficulties with the proposal submission process may contact PlanetBids at (818) 992-1771. Neither the City, nor PlanetBids, makes any guarantee as to the timely availability of assistance, or assurance that any given problem will be resolved by the submission deadline.

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

City Clerk

Yvonne Quarker

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 agenda on:

Date: Oct. 8, 2015

Signature 