

REQUEST FOR QUALIFICATIONS

ON-CALL TRAFFIC/TRANSPORTATION PLANNING CONSULTING SERVICES for the City of West Hollywood

The City of West Hollywood invites your firm to submit a Statement of Qualification (SOQ) for On-Call Traffic and Transportation Planning Services. Through this Request for Qualifications (RFQ), the City will select one or more qualified consultants ("Consultant Bench") with which the City may contract to provide services related to this project on an as-needed basis.

The purpose of the RFQ is to select a bench of consultants to provide technical expertise in the field of traffic and transportation planning. In establishing a bench under this RFQ, the City is seeking to qualify individual firms rather than a consultant team comprising of a prime consultant and subconsultant(s). Consultants may add additional specialty subconsultant(s), as needed later, for specific task order assignments.

The selected consultant(s) will work closely with staff to conduct various studies and analysis. The City anticipates entering into an agreement via a bench contract with the selected firm(s) based on a negotiated fee. The anticipated not to exceed annual contract is **\$75,000**. Work is not guaranteed but as the need for professional services arises, the City will contact the firm(s) to negotiate a scope and fee for the specific work tasks. The term of the contract is 3 years.

Project Description

Potential tasks may include but are not limited to any of the following disciplines:

- Traffic circulation analysis – analyze traffic impacts associated with roadway modification/closures, driveway modifications, signal modifications, turn restrictions and site developments. Consultant must demonstrate experience with travel demand modelling for this task.
- Parking demand and circulation analysis – review/evaluate on-site parking demand of mixed use projects including shared-parking analysis and internal circulation.
- Pedestrian safety analysis – conduct pedestrian safety studies associated with crosswalks at signalized and un-signalized locations including mid-block crossings.
- Bicycle planning – evaluate potential impact and conduct feasibility studies associated with bicycle improvements including but not limited to: new bike lanes, sharrows, traffic diverters, signage/wayfinding, bike safety and bikeshare.
- Neighborhood traffic calming – evaluate traffic impacts within residential neighborhoods including speeding and cut-through and conduct studies to identify appropriate traffic calming measures such as speed humps, speed lumps and chicanes.
- Peer review – conduct peer reviews of traffic and parking studies
- Rail analysis – conduct multi-modal analysis associated with rail/subway projects including alignment feasibility, transit oriented developments, station planning and urban integration of transportation infrastructure.

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for the City of West Hollywood

Please note that firms do not have to provide all of the above services to submit a SOQ. Please identify clearly in your qualifications the disciplines your firm is qualified for.

Proposal Package

The proposal shall include the following:

- Cover letter
- Name, address, phone numbers and email of primary contact
- Overview of the firm
- Qualifications and resume of key staff
- Fee schedule
- List of three (3) recent municipal references

Please submit three (3) hard-copies and one (1) electronic (on CD) of your SOQ to:

Office of the City Clerk
 City of West Hollywood
 8300 Santa Monica Boulevard
 West Hollywood, CA 90069
 (RFQ On-Call Traffic and Transportation Services)

Questions regarding this Request for Qualifications should be directed to Bob Cheung (Senior Transportation Planner) bcheung@weho.org. Please submit all questions via email by due date.

Evaluation Criteria

- Qualifications of firm
- Qualifications of personnel
- Fee schedule
- References

Procurement Schedule

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|---------------------------------------|------------|
| • RFQ releases: | 12/21/2016 |
| • Final date for submitting questions | 1/16/2017 |
| • City to respond to questions by | 1/18/2017 |
| • Final date for submitting SOQ | 1/23/2017 |
| • Evaluation by City | 1/24/1027 |
| • Contract begins (3-year term) | 2/24/2017 |

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: 12-21-16

Signature: 