

**NOTICE INVITING PROPOSALS  
FOR  
PROFESSIONAL TRANSPORTATION SERVICES  
FOR CITYWIDE TRAFFIC AND MOBILITY STUDY  
IN THE CITY OF WEST HOLLYWOOD**

The City of West Hollywood, invites proposals for providing professional transportation planning services received only by electronic submittal. Copies of the full Request for Proposals (RFP) are available at no cost from the City of West Hollywood's website at the following website address links:

<https://www.planetbids.com/portal/portal.cfm?CompanyID=22761&BidID=35519>

or

<http://www.weho.org/city-hall/city-clerk/public-notices/rfp-rfq-bid-notices>

**The Request for Proposals (RFP) schedule is as follows:**

- |                      |                |  |
|----------------------|----------------|--|
| • April 18, 2017     |                | Date RFP issued  |
| • April 25, 2017     | 6:00 pm        | Deadline for requests for clarifications and questions   |
| • April 27, 2017     |                | Deadline for City to respond to questions  |
| • <b>May 3, 2017</b> | <b>4:00 pm</b> | <b>Deadline for proposal submission electronically.</b> Any proposals received after this deadline will be considered to be non-responsive |
| • May 19, 2017       |                | Depending on the number of responses, we may ask the top qualified proposals to come in for an interview.                                  |
| • May 22-25, 2017    |                | Select Consultant and obtain documents for contract  |
| • June 19, 2017      |                | City Council meeting to award contract   |

**Scope of Work**

The City of West Hollywood invites qualified transportation planning firms to respond to a Request for Proposal (RFP) to develop a Citywide Traffic and Mobility Study (CTMS). The CTMS comprises of three general tasks:

**Task 1 – Update to the City's Transportation Demand Management (TDM) ordinance.** A TDM plan is the application of various programs and strategies aim at reducing car trips. This task includes the development of a city travel behavior model.

**Task 2 – Evaluate current and future vehicular traffic demand on our roadway system and identify physical improvements including roadway and signal system enhancements.**

**Task 3 – Update the City's Traffic Impact Fee.** This task identifies funding from new developments to sustain a viable TDM program and pay for physical roadway/signal improvements.

**Evaluation Criteria**

- Qualification of the project firm/team and approach to providing the scope of work. (60%)
- Reference on previous project/city experience. (20%)
- Schedule on Fees (20%)

**Award of Contract**

The award of contract, if made, will be in accordance with the evaluation criteria provided in the RFP document. The City of West Hollywood reserves the right of reject any and all proposals or to waive any irregularities or informalities in any proposals should it deem this necessary for the public good, and also the proposal of any Vendor who has been delinquent or unfaithful in any former contract with the City of West Hollywood and to take all proposals under advisement for a period of ninety (90) days. No proposer may withdraw its proposal for a period of ninety (90) days after the deadline for submission of proposals. The City may at its discretion select more than one contractor to provided services, if it is in the best interest of the City.

**Point of Contact**

The City's primary contact for the Request for Proposals is Bob Cheung, Senior Transportation Planner, and can be reached at 323-848-6346, or by email at [bcheung@weho.org](mailto:bcheung@weho.org). Communication or solicitation with other City of West Hollywood Officials or Employees regarding any aspects of this RFP is expressly prohibited and my result in disqualification.

**BY ORDER OF** the City of West Hollywood.

**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: APRIL 20, 2017

Signature: Alyssa T. Potkin