

REQUEST FOR PROPOSALS

GREEN BUILDING PROGRAM UPDATE

CITY OF WEST HOLLYWOOD

Date Issued: October 4, 2017

Proposal Due: October 25, 2017



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Introduction

The City of West Hollywood established a local green building ordinance in 2007 – the first in California – as part of a larger program to educate and facilitate awareness of sustainable building design and construction principles to the development community and the public. This award-winning program was developed specifically to address the diversity of development projects in the City and enable local program administration. The program established green development standards for new construction, remodels, tenant improvements, and additions and ensures that new development will be healthier, high-performing, and more efficient. Flexibility, responsiveness to local conditions, and cost-effectiveness are key features of the current ordinance that the City would like to preserve. Over the past decade, several significant changes have occurred in the green building industry that necessitate revisions and updates to the West Hollywood Green Building Program. These include:

- 1) The evolution of national sustainable design and construction standards such as LEED, Green Point Rated, Living Building Challenge, Passive House, etc. that now address a broad range of property types.
- 2) The adoption of the State of California CALGreen building code, which creates a baseline standard of green building for all projects permitted per the State of California Building Code (Title 24).
- 3) The stated intent by both the California Public Utilities Commission and the California Energy Commission to advance the building industry toward net zero energy.

The City is considering several sustainability initiatives related to the built environment in conjunction with the Green Building Program update including electric vehicle infrastructure, net zero energy, water neutrality, mandatory green roofs or solar arrays, and resource recovery. The updated green building program will need to consider each of these elements, specifically how they relate to the type of development in West Hollywood, how they align 2016 CalGreen and the State's net zero goals, and how they compare to national green building standards.

Scope of Work

The core product from this initiative will be an updated green building ordinance for the City of West Hollywood. The consultant will explore several program options for the City including whether a) the State of California's CALGreen standard can provide an acceptable level of green building as a baseline code requirement or if additional requirements are needed, b) if the need remains to develop and maintain a unique green building standard specific to the City of West Hollywood, and c) whether the use of an external standard such as LEED for Homes and LEED for Building Design and Construction can serve the needs of the City. The consultant will also solicit knowledge from experts and the community to assist with reimagining the program.

Task 1: Background Review & Goals

The consultant will meet with City staff to discuss project goals and objectives, confirm the project schedule, and identify existing documents, data, policies, and initiatives relevant to the Green Building Program Update.

Deliverables:

- 1) Meeting Minutes and final list of existing documents/data to review

Meetings:

- 1) Project kick-off meeting

Task 2: Assessment of Existing Policies & Programs

The consultant will conduct a thorough review and analysis of existing City codes, policies, programs, and City Council directives. This intent of this task will be to 1) provide local context on planning, development, and building practices; 2) determine what existing City policies or programs can be, or will need to be, modified as a result of the green building ordinance; 3) determine what new codes, policies, and programs may need to be put in place as a result; and 4) identify resources that can be leveraged to support the program. Additionally, to ensure nationwide best practices are considered, the consultant will conduct high-level case study research of progressive green building policies and programs in other small U.S. cities. This internal and external assessment will serve as the foundation of the stakeholder outreach process.



Deliverables:

- 1) Memo summarizing the policy and program assessment and case study research

Meetings:

- 1) Meeting with City staff to discuss findings from Task 2

Task 3: Stakeholder Engagement

The consultant will facilitate a series of outreach meetings to gain input from City stakeholders and representatives from the development, architecture, construction, and sustainable design industries. Significant care and attention should be given to the format and outcome of this task to foster stakeholder buy-in and consensus. Staff will identify members for two stakeholder groups, as outlined below:

City Staff Working Group: The purpose of this group will be to provide feedback on current administrative procedures associated with the Green Building Program, areas for program improvement, new opportunities for green building policy, and to help set the stage for outreach with the External Stakeholder Working Group. The group will include members of the Community Development Department, the Department of Public Works, and personnel from other City departments, as appropriate.

External Stakeholder Working Group: The purpose of this group will be to engage local representatives within the community and collect input on topics relevant to the Green Building Program Update in a series of meetings. Topics should include:

- Discussion of findings from Task 2
- Current stakeholder experience with green building in West Hollywood and other cities
- Future green building goals for the City of West Hollywood
- Suitability of using national green building standards in West Hollywood in-lieu of or in addition to a more localized green building program
- Best practices for program implementation

As part of this series of meetings (after sufficient feedback is collected), the consultant should present a draft version of the proposed framework to this working group, including a green building rating system, applicability, administration, and compliance incentives. This group should contain members of the development, design, environmental advocacy, energy efficiency, and building products communities.



Deliverables:

- 1) PowerPoint presentations for each meeting as needed
- 2) Agendas/Meeting minutes

Meetings:

- 1) Up to four (4) City Staff Working Group meetings
- 2) Up to four (4) External Stakeholder Working Group meetings

Task 4: Draft Green Building Program Framework

Following the initial working group meetings held to gather input, the consultant will prepare a draft green building program framework that meets the environmental and climate goals of the City. The program is expected to address municipal, residential, and commercial new development and renovations. The framework should identify the following at minimum:

- Applicability – types and sizes of projects expected or required to participate
- Rating system or other criteria to be used
- Incentives for certain thresholds achieved or exceeded
- Implementation responsibilities per City department
- Project verification procedures

Note some technical analysis such as energy modeling may be necessary during this task to evaluate the type of development scenarios required to meet certain policy aspirations (e.g., mandates for solar or vegetation on rooftops, net zero energy standards, etc.) and understand the cost effectiveness of setting more aggressive targets.

After the consultant presents the draft framework to the working group, they will incorporate any feedback and present a revised draft framework to the Planning Commission and City Council members (in two separate meetings) for additional feedback.

Deliverables:

- 1) Draft Green Building Program framework
- 2) Materials for public meetings such as a staff report

Meetings:

- 1) Attendance at a Planning Commission meeting and a City Council meeting

Task 5: Final Green Building Program Framework & Public Hearings

Following the sessions with the Planning Commission and City Council, the consultant will revise and finalize the Green Building Program Framework and ordinance language. The consultant will prepare presentation materials and staff reports for the formal public hearing process, which includes the Planning Commission Long Range Subcommittee, Planning Commission, and City Council meetings. The consultant will present at the cited meetings and be present to answer questions.

Deliverables:

- 1) Final Green Building Program framework and ordinance language
- 2) Materials for public hearings such as a staff report and ordinance language

Meetings:

- 1) Attendance at three (3) public meetings

Task 6: Marketing & Outreach

The consultant will work with staff to develop a public awareness strategy for program roll-out, including the creation of program collateral and educational materials for the public (e.g., brochures, case studies, guidebooks, posters, etc.). The consultant will also guide staff on the best methods of tailoring and distributing information to a wide variety of stakeholders for smooth program implementation.

Deliverables:

- 1) Green Building Program collateral and educational materials
- 2) Up to 2 training sessions for stakeholders

Meetings:

- 1) Meeting with City staff Working Group to discuss methods for program outreach and implementation

Task 7: Indicators, Tracking, Reporting

The consultant will work with staff to identify indicators (e.g., energy savings (kWh and therms, diverted greenhouse gas emissions (GHGs), etc.) for tracking and reporting on the impact of the program over time. Any process proposed for collecting this data should be compatible with the City's web-based Climate Action Plan Implementation and Monitoring Tool and the City's existing open data platform.



Deliverables:

- 1) Recommendations for data capture, project tracking, indicator development, and program evaluation

Meetings:

- 1) N/A

Timeline

The schedule for the requested scope of work is nine (9) months, with preference for Tasks 1 through 5 to occur within the first six (6) months. The timeline reflects that some tasks may or can begin prior to the completion of previous tasks.

RFP Process Schedule

RFP Schedule & Deadlines	Date
RFP Released	October 4, 2017
RFP Questions Due	October 16, 2017
City Responses Posted	October 18, 2017
RFP Proposals Due	October 25, 2017
Consultant Interviews & Selection	November, 2017
Project Kick-Off	December, 2017

Budget

The City anticipates entering into an agreement with the selected firm(s) based on the negotiated scope of work and fee not to exceed \$100,000. This fee includes all travel costs, materials, and printing costs associated with the project.

City Data & Resources

The following items will be provided to the Consultant by the City of West Hollywood for use in preparing the required materials:

Name	Link
General Plan 2035	http://www.weho.org/city-hall/city-departments/community-development/general-plan-2035
Climate Action Plan	http://www.weho.org/home/showdocument?id=7949
West Hollywood Zoning Code	http://qcode.us/codes/westhollywood/
Existing Green Building Program	http://www.weho.org/city-hall/city-departments/community-development/building-and-safety/green-building-program
Resident Go Green	http://www.weho.org/residents/go-green



Consultant Selection Process

The following section outlines the submission requirements and selection process.

Proposal Questions

There will be no pre-bid meeting for this proposal. Any questions regarding this RFP should be sent in PlanetBids by **5pm on October 16, 2017**. All submitted questions and responses will be posted on the City website www.weho.org and PlanetBids after the close of the question period on October 18, 2017. A special link for the RFP will be on the City Clerk's web page. No questions regarding this RFP will be answered over the phone. 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.

Proposal Submission

The proposer should submit by email **one (1) digital copy** of the submission on PlanetBids (<https://goo.gl/6bYGTf>) no later than **Wednesday, October 25, 2017 at 4:00pm**. Proposals received after this time and date shall be disqualified and unopened. Postmarks will not be accepted as proof of receipt. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals will be considered.

The Consultant is solely responsible for "on-time" submission of their electronic proposal. Response File via PlanetBids through the following link: (<https://goo.gl/6bYGTf>) 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. Consultant shall be solely responsible for informing itself with respect to proper utilization of 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 consultant to successfully submit an electronic proposal shall be at the Consultant's sole risk and no relief will be given for late and/or improperly submitted proposals. Consultants experiencing any technical difficulties with the proposed 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.



Proposal Submission Requirements

Proposals must be clear, succinct, and not exceed forty (40) pages. All submittals must include the following:

- 1) Cover Letter: Summarize why the Consultant is the best firm to complete the scope of work.
- 2) Firm Qualifications & Experience: Provide a brief overview of the firm(s) performing environmental services, their qualifications in working with various municipal departments, commissions, election officials, and community members, and a description of any special services, expertise, or abilities that the firm(s) can utilize in the performance of the services described herein. Describe experience related to sustainable building design and construction, CALGreen, national standards such as LEED, general sustainability services, municipal code writing, performance indicator monitoring, etc. Provide references for up to three (3) relevant projects.
- 3) Project Leadership & Team: Designate the individual who will be the primary point person with City staff and oversee the scope of work. Describe the Project Leader's qualifications, outline their primary responsibilities, and provide up to three (3) examples of relevant projects of similar scope and size that demonstrate the Project Leader's ability to successfully oversee projects that are completed on time and within the budget. Provide an organization chart that identifies the key members of the project, their firm, title, and assigned role within the project team. Briefly summarize the major responsibilities of each team member and the primary tasks they will be working on. Include resumes for all team members that highlight relevant projects and qualifications to complete the tasks assigned.
- 4) Approach and Work Plan: Provide a written a narrative describing the Consultant team's approach and work plan for completing the scope of work. On a per task basis, the narrative should identify the designated team member(s) responsible for completing the work, deliverables, number of meetings and number of staff to attend meetings, and the timeframe for completion.
- 5) Fees: Submit a fee proposal for the Scope of Work that outlines the number of hours and fee associated with each task (and subtask), and provide a list of hourly rates for all team members.



Evaluation Criteria

Submitted proposals shall be evaluated using the following key criteria:

- Firm experience and demonstrated ability to deliver high quality, innovative work for relevant projects of similar complexity
- Staff experience and demonstrated ability to work well with community groups, various municipal departments, and City staff
- Completeness and clarity of proposal
- References

The highest ranking firm(s) may be asked to come in for an interview. After a consultant is selected, the Long Range & Mobility Planning Manager or designee will initiate final contract negotiation. The City anticipates entering into an agreement with the selected firm based on the negotiated fee and negotiated scope of work. If an agreement on the fee cannot be reached, the City reserves the right to end negotiations and enter into negotiations with another firm.



City of West Hollywood
California 1984

