



# CITY OF WEST HOLLYWOOD COMMUNITY STUDY

REQUEST FOR QUALIFICATIONS FOR CONSULTING SERVICES



ISSUED: MARCH 6, 2018  
DUE: MARCH 30, 2018



**Community Study**  
**City of West Hollywood, California**  
**Submittal Deadline:** March 30, 2018

The City of West Hollywood, California invites a professional consultant or a team of consultants, to submit Statements of Qualifications to prepare a Community Study. This study will include the administration of a survey in three languages (English, Russian, and Spanish); stakeholder interviews; focus groups; pop-up workshops, and at least one community meeting. Other study components may also be featured based on suggestions from applicant consultant. The study will inform the City's priorities for the next social services funding process and present important updates to demographic data, comparing previous survey results, census information, and health department statistics/data.

The City anticipates entering into an agreement based on a negotiated fee and scope of work. The study and final report must be completed by March 1, 2019.

**BACKGROUND/PROCESS**

The City of West Hollywood is located in an urban and vibrant part of Los Angeles County and includes national destinations such as the Sunset Strip, the Avenues of Arts and Design, and a Gay and Lesbian nightlife area. The City is home to 37,000 residents, including a sizeable population of gay men, seniors, and immigrants from countries of the former Soviet Union. The City maintains a diverse social and physical character, with a high quality of residential life in a small area of 1.9 square miles. The City commits over \$8 million annually to social services and transportation programs for its community members –the vast majority of this money is from general fund dollars.

West Hollywood is a diverse community of rental and owner residents, businesses, non-profit organizations, and visitors. Residents are active in government groups, including serving on an array of Advisory Boards and Commissions. Consensus building among diverse community representatives is a key component of the civic culture and will need to be a significant part of the community study process.

**SCOPE OF WORK**

The project approach should be educational and highly participatory. The consultant must demonstrate an ability to plan and facilitate a thorough, innovative process of community outreach and public participation, involving creative and effective strategies to seek community input.

The Scope of Work includes the following key tasks:

- In coordination with the City's Communications Department and Social Services Division, develop and implement a public outreach program that creatively and effectively notifies community members about the study, encourages their completion of the survey, solicits input from a wide range of stakeholders, and provides guidance during the process.
- Make modifications to the existing survey instrument, adding components to solicit input about public safety, mobility, economic factors, City-resident communication, and overall quality of life. Present options for a secure, online survey.
- Develop scope of stakeholder interviews, focus groups, pop-up workshops and conduct them.

- Develop scope of community meeting(s) and work with staff on the implementation.
- Prepare a report which includes comparison of survey data with previous surveys, the census, and health department data, and integrates information from interviews, focus groups, pop-up workshops and the community meeting(s).
- Make public presentations on progress to various Advisory Boards, Commissions, and the City Council and a final presentation to the Human Services Commission and the City Council.
- Complete report by March 1, 2019.

## **STATEMENT OF QUALIFICATIONS SUBMITTAL INFORMATION**

The submission requirements for the Request of Qualifications are as follows:

1. A cover letter stating interest in the project which includes, at a minimum, the following:
  - a. Statement describing why your firm considers itself best qualified to achieve the project goals and perform the work required in a responsive manner;
  - b. Description of the anticipated interaction with the Client;
  - c. Description of the firm's approach and experience in effectively and creatively soliciting public input from a wide range of stakeholders.
2. Provide a clear description of your firm's proposed team, including identifying Principal-in-Charge, Project Manager, and Task Leader of any tasks, as applicable. Provide similar information for any sub consultant. Also include the names, websites, addresses, and telephone numbers of additional firms you intend to use, if applicable.
3. Provide a description of the firm's expertise in the preparation of community studies for municipalities. Please include information on up to three similar projects, specifying the following information:
  - a. Name, location, date of completion
  - b. Name of Project Manager and key staff
  - c. Brief description of important features
  - d. Project timeline and budget; final project duration and cost
  - e. Name, address, phone number of client with name of contact person
4. Estimate of project budget

Interested firms must submit their Statement of Qualifications by **4:00 p.m. on Friday, March 30, 2018**. Late submittals will not be accepted.

Submit one copy to:

**Office of the City Clerk**

City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069

The City will review the submittals and conduct an interview process. Following the interview process, the City will negotiate a final scope and fee for the consultant work. Project commencement would begin following contract execution. Please note that all documents submitted will be public documents in accordance with State law.

Additional information about the City of West Hollywood can be found on the City's website: [www.weho.org](http://www.weho.org), along with the 2013 Community Study prepared for the City.

If you have any questions, you may e-mail David Giugni, Acting Director, Human Services and, Rent Stabilization & Housing, at [dgiugni@weho.org](mailto:dgiugni@weho.org) or call (323) 848-6410. Deadline to submit questions is **6:00 p.m. on Tuesday, March 20, 2018.**