

NOTICE INVITING PROPOSALS  
FOR  
HOUSING MARKET CONSULTING SERVICES  
IN THE CITY OF WEST HOLLYWOOD

**PUBLIC NOTICE IS HEREBY GIVEN** that the City of West Hollywood, invites proposals for evaluating the local housing market, and City's affordable housing in-lieu fee option for certain residential projects. Proposals shall be submitted electronically. Copies of the full Request for Proposals (RFP) are available on the City of West Hollywood Rent Stabilization and Housing Webpage:

<http://www.weho.org/rsh>

RFP Schedule and Deadlines	Date
Announcement	May 22, 2018
<b>Submittals due</b>	<b>May 28, 2018 (5pm)</b>
Screening process & finalist selected	May 29, 2018
	Start date June 19, 2018

**Scope of Work:**

1. Analyze the local West Hollywood housing market and estimate average costs for new ground-up residential development.
2. Assess whether West Hollywood's current affordable housing in-lieu fee assessed toward certain residential projects in-lieu of providing onsite units is adequate based on local costs of construction, or if a fee increase is warranted.

**The Proposal must include:**

1. Cover Letter
2. Proposed work scope with itemized costs, method of calculation
3. Professional Service and Fee Schedule
4. Project Team
5. References: Provide three
6. Examples: Identify one to three examples of previous work product
7. Timeline

**Evaluation Criteria:**

- Project team qualifications and approach to completing the work scope. (80%)
- References (10%)
- Schedule of Fees (10%)

CITY OF WEST HOLLYWOOD REQUEST FOR PROPOSALS

**Award of Contract:**

The award of contract, if made, will be in accordance with the evaluation criteria provided in the Request for Proposal document. The City of West Hollywood reserves the right to 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 provide services, if it is in the best interest of the City.

**Point of Contact:**

Peter Noonan  
Rent Stabilization and Housing  
City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069  
[pnoonan@weho.org](mailto:pnoonan@weho.org)

Communication or solicitation with other City of West Hollywood Officials or Employees regarding any aspect of this RFP is expressly prohibited and may 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: 5 - 22 - 18  
Signature: C. Ross