

NOTICE INVITING PROPOSALS FOR
FINANCIAL ADVISORY SERVICES
FOR THE ACCELERATION OF THE NORTHERN EXTENSION
OF THE CRENSHAW/LAX LINE LIGHT RAIL TRANSIT PROJECT

PUBLIC NOTICE IS HEREBY GIVEN that The City of West Hollywood seeks to retain the services of a highly qualified team (or teams) of Consulting Firms with combined experience in local revenue forecasting and assessment, public private partnerships ("P3s"), and other government funding sources (regional, state, & federal).

| <u>RFP Schedule and Deadlines:</u> | <u>Date:</u> |
|--|----------------------------|
| RFP issued by the City | June 11, 2018 |
| Deadline for Questions | June 19, 2018 |
| Answers posted | June 22, 2018 |
| Proposal Due Date (5:00 PM PST) | July 13, 2018 |
| Interviews | July 25, August 1-2, 2018 |
| Consultant Selection | Week of September 13, 2018 |
| ContractStartDate | September 17, 2018 |

Scope of Work:

The City of West Hollywood is searching for a consultant team to assess potential revenue sources outside of Measure M to accelerate the implementation of the Northern Extension of the Crenshaw/LAX Line (The Northern Extension). The City of West Hollywood is seeking financial and P3 consultants to advise the City on strategies to attract and retain private, state, or federal investment and assess the revenue potential, logistics, and strategic options for additional potential local funding sources including: a value capture mechanism such as an Enhanced Infrastructure Financing District (EIFD), bonding against the City's Measure M local return funds, and/or passing a local sales tax measure. Separate from this RFP, the City is considering assembling a peer review panel to work cooperatively with the City and provide feedback to the selected team of consultants. Please see the full scope of work in the RFP posted at www.weho.org/rfp or on PlanetBids.

Proposal Submission:

Proposals must be submitted electronically. Copies of the Request for Proposals and associated documents are available for free from the City of West Hollywood website.

The Proposal must include:

1. Cover Letter
2. Table of Contents
3. Understanding of Scope of Project
4. Company Background
5. Identification of Key Personnel & Project Management
6. Proposed Fee
7. References

Evaluation Criteria:

- Project Approach and Understanding
- Familiarity with the Northern Extension Project & Stakeholders
- Consultant’s Capabilities & Experience
- Innovation and Creativity
- Project Team
- Project Cost

Award of Contract:

For the purpose of scoring Proposals, reviewers will evaluate each Proposal based upon the criteria listed above. The review team may seek outside expertise, including but not limited a potential independent peer review panel. Consultants are encouraged to submit proposals for individual areas of interest, various combinations of areas of interest, or the full scope depending on their unique competencies and experience. However, the City prefers proposals that cover all RFP scope tasks whether one consultant performs all tasks or some tasks are carried out by sub-consultants. However, consultants that are uniquely qualified for individual RFP scope tasks should not hesitate to apply. The City reserves the right to select a firm for the full scope or assemble a team of consultants best suited for various parts of the RFP. Also, the City reserves the right to substitute a sub-consultant or subconsultants on a team submittal at the City’s discretion.

Point of Contact:

David Fenn

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All questions must be submitted through Planet Bids.

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: June 11, 2018

Signature: [Handwritten Signature]