CITY COUNCIL March 5, 2018

CONSENT CALENDAR

SUBJECT: **AUTHORIZATION TO RELEASE A REQUEST FOR QUALIFICATIONS FOR A CONSULTANT TO CONDUCT A COMMUNITY STUDY FOR THE CITY OF WEST HOLLYWOOD**

INITIATED BY: **HUMAN SERVICES & RENT STABILIZATION DEPARTMENT**

(Peter Noonan, Acting Director)

(David Giugni, Social Services Manager)

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**STATEMENT ON THE SUBJECT:**

The City Council will consider authorizing staff to issue a Request for Qualifications (RFQ) to select a consultant to conduct a Community Study for the City of West Hollywood.

**RECOMMENDATIONS:**

Authorize the release of an RFQ for consultant services to conduct a Community Study for the City of West Hollywood.

**BACKGROUND / ANALYSIS:**

The City of West Hollywood has periodically conducted community studies to guide social services funding priorities. Previous studies have provided insight on community demographics; community needs for social services, including transportation and housing; and community feedback on living in West Hollywood. The most recent study was completed in 2013.

The City’s past studies employed a variety of data collection methods, including surveying residents; conducting stakeholder interviews; and facilitating focus groups, pop-up workshops, and community forums. Social Services will work with other divisions within the Human Services & Rent Stabilization and Housing Department to construct survey questions on quality of life, community programs, mobility, and City-resident communication. The study will also analyze and compare feedback between several groups of residents. Past studies have focused on the following groups: gay men, seniors, families with children, households affected by HIV/AIDS, women, people living with disabilities, and immigrants from countries of the former Soviet Union.

The City seeks consultant services to assist in leading this effort and preparing a comprehensive report that compares current data to that from previous community studies and censuses. In addition to providing the City with a full range of updated information, the study results will be used by social services organizations seeking grants for programming in the City’s next funding process, which will begin in the spring of 2019, with contracts funded to start October 1, 2019.

**CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:**

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

* OSP-1: Adaptability to Future Change.
* OSP-5: Support People through Social Services.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

* HS-1: Maintain and pursue humane social policies and social services that address the needs of the community.
* G-1: Ensure that the community is active and engaged in the decision-making process.

**EVALUATION PROCESSES:**

Applicant consultants will be evaluated qualitatively on their ability to meet the needs of the study process and conform to established timelines outlined in the RFQ as well as the accuracy of the response and consultant’s expertise in this type of work for municipalities.

**ENVIRONMENTAL SUSTAINABILITY AND HEALTH:**

A key goal of the City’s social services program support is to sustain community health, offer health outreach and education, and improve the quality of life for community members.

**COMMUNITY ENGAGEMENT:**

West Hollywood residents will be directly engaged in providing the data for the Community Study. The City and selected consultant will solicit input from residents through surveys, interviews, focus groups, pop-up workshops, and a community forum.

**OFFICE OF PRIMARY RESPONSIBILITY:**

HUMAN SERVICES & RENT STABILIZATION DEPARTMENT / SOCIAL SERVICES DIVISION

**FISCAL IMPACT:**

There is no fiscal impact with the issuance of the RFQ. Funds to conduct the study were approved in the FY17-18 budget process.

**ATTACHMENTS:**

RFQ for consultant services