**City of West Hollywood**

**RFP Response to Questions**

**Willoughby Avenue and Vista/Gardner Street Neighborhood Greenways Conceptual Design**

1. **Under Task 3, have the 5 community groups and meetings already been determined or will the consultant be responsible for this? Will these meetings be open to the public or targeted stakeholder / focus groups?**

The City anticipates the need for *up to five* smaller community meetings, in addition to the walk or bike audit, as stated on page 11 of the RFP. The City has identified specific stakeholders, such as neighborhood groups, that will be targeted for these meetings. All the meetings will be open to the public.

1. **Under Task 4, how many concept design alternatives is it anticipated that the consultant will create?**

Due to the nature of this project, it is difficult to predict with any certainty the number of concept design alternatives that will be asked of the consultant. However, for the purpose of budgeting and schedule as a response to this RFP, assume the consultant will be responsible for three concept design alternatives.

1. **Under Task 5, can you please clarify who will be responsible for obtaining permits for the temporary street installation? Will this be deemed a "city event", and if so will there still be permit fees / process required?**

The City will be responsible for obtaining permits for the temporary street installation. Permit fees will be waived for the event.

1. **Does the City plan to hold interviews? If so, has a particular date been selected for these?**

Interviews are tentatively scheduled for December 10, 2018, if necessary.

1. **Can you please clarify questions on the page count: Is it 15 pages single sided or double sided? Will front and back covers, section dividers, table of contents, resumes, and contract modification language be included in the page count? Would resumes and contract modifications language be accepted as an appendix, and therefore not subject to page limits?**

For clarification, 15 pages will be counted as single-sided individual pages (electronic submissions only) and should include the scope of work, project schedule, and budget. Resumes, company background, references, or contract modifications are considered optional communications materials and will not be included in the 15 count page limit. This page limit is provided as a general guideline – keep it succinct.

1. **Are there any required forms that need to be included in the proposal response?**

No forms are required at the time of submission. Please review the City’s Agreement for Professional Services and Request for Evidence of Insurance (attached to the RFP) prior to submitting to ensure your firm is eligible for contract services.

1. **What is the estimated fee for professional services for this project?**

The contract fee is not to exceed $200,000.

1. **For Tasks 3 and 5, can the City expand on the in-kind resources (i.e. marketing, outreach, staffing, traffic management) that will be available to the project team? For Task 5, will the City be providing traffic management support for the installation and takedown of the temporary street installation?**

The City will be responsible for the printing and mailing costs associated with marketing and outreach, while the consultant will be responsible developing the graphics and branding. The City will provide traffic management for the temporary street installation. City staff will support the consultant team at the events. Project materials needed for the temporary installation must be included in the project budget.

1. **What is the overall budget for the project, and can you provide direction on the expected percentages for materials and other direct costs?**

See question/answer 7 regarding the budget. The cost of materials needed for the temporary installation depend on the approach and chosen design interventions. For the purpose of budgeting, assume a minimum of 10% of the project budget should be set aside for the costs of the temporary installation.

1. **For Task 5, the RFP states that the temporary installation will remain past the date of the walk/bike tours. Can the City expand on the approximate length of time desired for this installation?**

For clarification, the initial walk/bike audit (listed under item 3. Public Outreach) will inform the conceptual design approach tested in the temporary street installation. During the temporary street installation, walk and bike tours could be held to test portions of the conceptual design (listed under item 5. Temporary Street Installation). The temporary street installation is expected to occur over the course of a weekend, not to exceed 3 days.

1. **For Task 5, what type of data is expected for the traffic survey during the temporary installation (i.e. screenline counts, tube counts, observations, etc.)?**

Data collected during the temporary street installation is expected to be largely qualitative, rather than quantitative. This exercise is intended to collect community input, test multimodal pop-up infrastructure, and demonstrate elements of the final design concept.

1. **What translation services are needed for this project (i.e. branding material translation, public outreach meeting translators, etc.)? What other languages should be considered and are Consultant teams expected to incorporate these services into their fees?**

The City expects the consultant team to provide event signage and informational materials in English and Russian. Russian translation services may also be needed during the pop-up event during the temporary street installation.

1. **Does the 15 page limit include the cover sheet and the back page of the proposal document?**

Please refer to question/answer 5.

1. **For digital outreach and feedback processes, does the City expect the Consultant team to create new digital platforms or social media accounts specific to this project, or can the Consultant expect to work with the City's digital communications team to utilize existing websites/digital media accounts?**

The consultant team is expected to produce the written and graphic content related to the project to be hosted on the City’s existing website and social media pages. A project -specific digital platform is not necessary.