

No.	Questions	City Responses
1	Is there an incumbent?	No, there is not an incumbent for this project.
2	Is the city able to define when a business license would be required, or if it would be required for our role on the RFP?	A West Hollywood business license is not required for this project, but all bidders should have the necessary licenses, permits, qualifications, insurance, and approvals of whatsoever nature that are legally required to practice its profession.
3	Can the City describe its preferred balance of climate mitigation vs. climate adaptation focus for this RFP?	This effort is primarily an update to our Climate Action Plan, recognizing that the measures to achieve carbon neutrality by 2045 (or a similarly aggressive reduction target) may be quite extensive. However, we also want this effort to include a detailed vulnerability assessment and adaptation measures that compliment and build upon the climate mitigation measures. CAAPs from other cities that have the desired level and balance of mitigation-adaptation analysis are San Antonio (TX) and Santa Monica (CA).
4	The RFP states each proposal is limited to 50 pages. Can those pages be double-sided? If so, would the limit still be 50 double-sided pages or 25 double-sided pages?	All responses to the RFP should be 50 pages total, one-sided.
5	Will the City provide a traffic analysis? If not, should proposers plan to include a traffic analysis?	The City has recently completed a comprehensive traffic analysis for its Citywide Traffic and Mobility Study looking at projections through 2035. We expect the winning team to utilize the data and analysis from that effort for the CAAP. Proposers should not plan to do an extensive traffic analysis, but there may be a need to embellish or add to this existing analysis.

No.	Questions	City Responses
6	Please provide clarification on the required strategic alignment between CAAP 2045 and the General Plan 2011.	Our current Climate Action Plan implements policy IRC 6.3: Infrastructure, Resources, and Conservation Element of the West Hollywood General Plan and is considered an implementation measure for policies described in this section. It is also consistent with CEQA Guideline Section 15183.5 and considered a qualified CAP that can be used to streamline environmental review of future projects. See page 2-1 of the 2011 CAP found on the West Hollywood website for more information. It is expected that the CAAP continues to serve the same purpose and have the same relationship to the General Plan.
7	We are not sure if CEQA analysis will be required. How would you like us to estimate for that task?	Please see our response to Question 6. If CEQA Analysis may not be required, please explain further in your proposal and provide an estimate for any hours (if any) associated with an alternative as applicable.
8	According to the update on net zero sustainable practices policy framework and authorization to proceed with RFPs, which was prepared by the Community Development Department, “the large majority of the City’s projected GHG emissions reduction by 2035 come from statewide reductions.” It additionally states that “reliance on GHG reductions from infill development and building retrofits [in WeHo] will be a challenging endeavor.” Would bold and transformative out-of-the-box cross-city approaches leading to 1) major and deep emission reductions and 2) innovative financing tools be considered as acceptable solutions or shall the solution be limited to the City’s limits of West Hollywood? Please note that only neighboring and bordering cities would be considered for the out-of-the-box collaborative solution(s).	West Hollywood is open to cross-city approaches to deep emission reductions, however, we are primarily interested in what the City can do within its own city limits. The 2017 CAP Annual Report Executive Summary (found on the City’s website) touches on the challenges with the 2011 CAP solutions that relied on third-party involvement or fell outside the City’s control. We want to avoid having too many of these solutions for the CAAP, while still recognizing that some approaches to climate mitigation and adaptation will need to be regional and/or in collaboration with neighboring or nearby cities and LA County to leverage impact.
9	Are resumes included in the 50 page-length count?	Yes.

No.	Questions	City Responses
10	How many inventory years are to be re-inventoried?	The City does not have the full analysis of the 2008 baseline data used for the 2011 CAP, rather only the findings included in Appendix A & B of the existing plan. We do have more recent, updated information from a small 2016 inventory update performed for our 2017 CAP Annual Report, and our City will have access to 2015 GHG inventory data for West Hollywood by July from LA County's current Countywide Sustainability Plan effort. The winning team can expect data from all these years as a starting point. The City's intent with re-inventorying years prior to 2018 is to enable continuity with tracking trends from our 2011 CAP. However, the City is open to alternatives to this approach or more appropriate strategies in line with best practices for inventorying, forecasting, and goal setting.
11	Should the CAAP include separate GHG targets to address community and municipal emissions?	The 2011 CAP set one reduction target for community-wide emissions, which included municipal emissions. The preference for the CAAP is similar, setting one GHG reduction target and develop key action items in different sectors, including municipal, on how to achieve the target within a set timeframe. It is envisioned that subtargets would be set (e.g., net zero energy for all municipal facilities by 2030), but we find that having one major overall target will facilitate public messaging of West Hollywood's CAAP goals. If the proposer has experience with more creative approaches or knowledge about better practices related to this question, the City is open to considering other methodologies.
12	What data does West Hollywood have available to provide to consultants and for which years (Task 4)?	Please see our response to Question 10.
13	Does the City intend for the evaluation of co-benefits to be qualitative or quantitative?	Both, if possible and as appropriate.
14	Are there any contracting implications/limitations if the prime is an NGO?	No, as long as the NGO has a US Tax ID and can meet the insurance and contracting requirements provided in the RFP.

No.	Questions	City Responses
15	Please confirm the scope for the GHG emissions inventory – is it Scope 1, 2, and/or 3?	The GHG emissions inventory scope is 1 and 2. To the extent that Scope 3 (consumption-based GHG) can be considered at a high-level, the City would be possibly interested in incorporating this as part of the CAAP. The City will want to discuss the possibilities with the winning team at the beginning stages of the project. Of particular concern is the City's consumption of single-use plastics and other such materials, its relation to our GHG emissions, and strategies/practices to further curb use of these consumables in our city.
16	Can you confirm if the ClearPath platform is the preferred tool for assessing future emissions scenarios (Task 5) or if excel-based tools are permitted.	Excel-based tools are permitted. Ultimately, the City is interested in an online tool to store and keep data for monitoring progress over time, but for scenario plotting, an excel-based or other preferred tool is definitely acceptable.
17	For Task 11, is the consultant team intended to update and improve upon the existing Monitoring and Implementation Tool or to solely use the ClearPath platform for setting up monitoring for the Plan?	Similar to the response to Question 16, the City is open to using the best tools available for monitoring and tracking progress. The City understands the benefits to using our existing CAP M&I tool in tandem with ClearPath, but we would like the winning team to help us with how to better manage our data over the time.
18	The preliminary analysis of the potential for carbon neutrality states that transportation is responsible for the majority of the City's greenhouse gas emissions. What are the greatest transportation-related challenges relating to greenhouse gas reductions West Hollywood is facing right now?	The greatest transportation-related challenges related to GHG reductions faced by West Hollywood are emissions related to pass-through traffic on our east-west corridors (Santa Monica Blvd, Sunset Blvd, and to a lesser extent Melrose Ave) and increased trips from transportation network companies (Uber, Lyft). Emissions from both these sources can be difficult to estimate, control, and influence.

No.	Questions	City Responses
19	The preliminary analysis of the potential for carbon neutrality describes a citywide carbon offset fund as a shared point of interest. How much interest is there currently in a carbon offset fund within the city?	There is some interest from the City's Executive Leadership in exploring the possibilities of a carbon offset fund. The specifics around how to establish and setup such a fund need to be better understood by key City stakeholders (Planning, Finance, City Manager's Office, City Council, City Attorney, etc.). Overall, the City is open to innovative ways to finance and fund implementation of CAAP measures.
20	The preliminary analysis of the potential for carbon neutrality references unique physical and social aspects that affect the City's carbon neutrality goals. What are currently the greatest physical and social barriers to your climate goals?	Please see the response to Question 18. The greatest challenges are: (1) our largest emission source being from pass-through traffic, (2) lack of control over much of our infrastructure due to our 'contract city' status, (3) limited land capacity for additional tree cover and green space, and (4) ensuring our climate solutions are responsive to multiple socioeconomic issues, adaptive to emerging technologies, and inclusive of all populations.
21	The Scope of Work states that equity is a priority throughout the development of the CAAP. What social equity issues are you most concerned with?	West Hollywood was founded on the principles of affordable housing preservation and protecting and providing services to the LGBTQIA community (as well as others within its boundaries). The City desires a CAAP that puts forethought into all the populations it serves (e.g. tenants, seniors, our Russian community, families with kids, service workers, lower socioeconomic status, LGBTQIA, homelessness, immigrants, people of color, etc.) and understanding if any subareas of our city are more vulnerable to GHG emissions than others.

No.	Questions	City Responses
22	<p>Would you please describe the desired outcome from an analysis of indirect effects of sea level rise in neighboring communities?</p>	<p>Given its location, West Hollywood (and other inland areas) may begin to feel the pressures of population migration from coastal cities dealing with sea level rise over time. It is not expected for the winning team to propose solutions to this possibility per se, but acknowledging this potential vulnerability relative to an already hyper-expensive regional housing market, homelessness, and the City's mission to preserve and build affordable housing will be important. The final CAAP deliverable should touch on this discussion in some way.</p>
23	<p>We understand that stakeholder engagement can be challenging. What are some of the challenges you have had in the past with community/stakeholder engagement?</p>	<p>West Hollywood has a very active and vocal community, particularly on issues related to development, homelessness, and cultural issues. With the exception of our Green Building Update, this will be the first major stakeholder effort related to climate action and it is unclear how much interest we will see from the community at-large. The City has had great success and participation in the past by curating a series of meetings with internal and external working groups. We wish to replicate this approach with the CAAP to capture a continuity of feedback throughout the project, but we hope to also pursue other strategies to ensure a diversity of voices and perspectives are captured. The challenges will likely be determining the best methods for at-large outreach to maximize participation and obtain useful feedback. There are a couple other large citywide projects going on in parallel to the CAAP that may allow for co-programming opportunities for outreach. Messaging various opportunities for feedback through the City's communication portals will be essential to garner interest. City staff will heavily assist with this process.</p>

No.	Questions	City Responses
24	<p>Task 3 – Can the City expand on the extent and scope of community engagement (community outreach strategy for engaging public at large) they envisage in addition to the 10 meetings of the internal staff and external stakeholder working groups and the consultant role? Mention is made of providing materials for public meetings under task 5 but no meetings included, nor is delivery of any meetings mentioned apart from ‘additional engagements’. Please also confirm that the public engagement strategy is separate to the marketing and communications plan and community action toolkit (task 12).</p>	<p>Please see the response to Question 23. For Task 3, the City expects the bulk of engagement to be with the Working Groups and will work with the winning team to curate a list of key stakeholders from various perspectives (residents, workers, business owners, community leaders, etc). However, the City envisions some level of at-large outreach will also be necessary to capture additional feedback and provoke excitement about the public's role in climate action. We expect to leverage some of this outreach with that of other city initiatives and are open to engagement efforts occurring in different formats. We envision outreach happening at key points throughout the project to obtain the most input to influence the plan. An example can be a small number of key at-large events in addition to a variety of less extensive ways to receive input (digital surveys, social media polls, etc.). We are looking for innovative ideas from the proposers on how best to structure this. For Task 5, the intent is to discuss the analysis of GHG reduction targets with key City Staff and determine the best recommendation for City Council. The number of meeting expected here for the winning team are two: one with City Staff and one with City Council. Task 12 is separate from Task 3. Task 12 seeks consultant expertise on messaging and communicating the results of the CAAP to stakeholders, as well as producing a Community Action Playbook to help the public understand their role in helping the City reach its climate action goals.</p>
25	<p>Budget: The Budget proposed (less than \$200k) is small compared to the ambition of the scope, particularly with the inclusion of CEQA (task 10). For a high quality product that delivers the level of ambition and quality that we know WEHO has, we are concerned about the ability to deliver each task. It would likely mean that certain tasks can only be delivered at a very high level. Is there potential for additional budget or can the City identify tasks that are lower priority or could be dealt with under separate budgets?</p>	<p>The budget for the project allocated to this project is \$200,000. There is limited potential for additional budget, but proposers are encouraged to bid using their discretion on the level of services provided per task. Proposers are welcomed to present options on additional or more in-depth services for the City to consider as add-ons to the scope prepared. Please keep in mind that this effort will build off a lot of work completed and data/information gathered since the 2011 CAP adoption. City staff expects to be very hands-on throughout the project, particularly related to stakeholder engagement, the preparation of materials for City Council, the retrieval of necessary City data and information, the setup of meetings, and the creation of content for messaging and communication.</p>