

City of West Hollywood: **The Avenues Streetscape Master Plan**

Request for Proposal for Consulting Services

Issued: October 10, 2011



Project Planner: Christopher Corrao, Assistant Planner
Long Range & Mobility Planning

REQUEST FOR PROPOSAL

THE AVENUES STREETScape MASTER PLAN CONSULTING SERVICES for the City of West Hollywood

The Avenues Streetscape Master Plan City of West Hollywood, California

The City of West Hollywood, California, invites professional urban design firms with multi-modal planning experience to lead a team of consultants comprised of landscape, traffic engineering, graphics, and mobility experts to respond to a Request for Proposal for the development of a streetscape master plan for the commercial neighborhood known as “The Avenues: Art, Fashion, and Design District” in West Hollywood, California. This commercial district includes the segments of Beverly Boulevard, Robertson Boulevard, Melrose Avenue, and San Vicente Boulevard that lie within the urban boundaries of the City of West Hollywood. The City treats this area as one continuous district and intends to strengthen the economic vitality of the district by enhancing pedestrian connections, bicycle infrastructure, and landscaping, and improving the aesthetics and functionality of the streets. The City’s recently adopted General Plan 2035 outlines a sub-area vision for the future of this district that can be found on the City’s website (www.weho.org/generalplan). The business improvement district for this area, “The Avenues: Art, Fashion, and Design District,” will be a key participant in the process.

The consultant team will work closely with staff in a public outreach process for community stakeholders to create a cohesive vision for a commercial district identity. The stakeholder group will be comprised of 12 individuals representing the business community, adjacent residential neighborhoods, and members of selected City commissions. The final product will be a streetscape master plan that will be executed by the City in phases. The planning and design will include the identification of improvements to pedestrian infrastructure, traffic calming, landscaping, medians, street furniture, new bicycle infrastructure, as well as the re-consideration of existing street alignments to maximize safety of travel modes and improve aesthetics in the project area. The project will coincide with the undergrounding of overhead utility lines, a project that will be executed separately by the utility company and scheduled to occur simultaneously with the streetscape project. The City anticipates entering into an agreement with the selected firms based on a negotiated fee not to exceed **\$150,000**.

Scope & preliminary tasks associated with scope:

- Conduct a walkability assessment of the project area with the stakeholder group to identify opportunities and constraints.
- Review and evaluate existing traffic data and current street layout to support a pedestrian oriented design and improve circulation of all travel modes.
- Work alongside City staff in the development and implementation of a public outreach program that creatively and effectively solicits input from a range of community members. This may include various meetings, surveys, or use of new technology.
- Create interactive public outreach materials and visual planning tools, such as photo simulations and 3D imagery to communicate ideas and establish community preferences.
- Develop a project timeline for a public outreach process involving a community stakeholder group (allocating sufficient time for review of draft document).
- Work with stakeholder group to help identify district design identity (in terms of design palette, street furniture, street lighting, etc).

REQUEST FOR PROPOSAL

THE AVENUES STREETScape MASTER PLAN CONSULTING SERVICES for the City of West Hollywood

- Develop various key street sections for the project area.
- Create a landscape plan that is an integral part of the district identity.
- Identify opportunity sites, nodes with enhanced pedestrian and bicycle amenities, open space, etc.
- Develop wayfinding signage program for district as a pilot project for potential use citywide at a later date.
- Prepare for and attend up to eight publicly noticed meetings of the stakeholder group, in addition to hearings for final approval of the master plan as well as progress presentations to various Boards and Commissions, the City Council, and the general public.
- Develop final deliverables with design concept drawings and renderings. Format should be a master plan that includes a vision for the character of the Avenues streetscape, with enhancements to bicycle and pedestrian infrastructure, striping, furnishings, street lighting, plant materials, and street sections.

This scope of work does not include design development or construction document phases.

1. SUBMITTAL OF SEALED PROPOSALS

In an effort to promote waste reduction and resource conservation, submittal shall not contain plastic bindings, plastic pages, or laminated pages. Double sided proposals are preferred; copies should be printed on recycled and/or FSC certified paper. Please avoid superfluous use of paper (such as separate title sheets, or chapter dividers and unnecessary attachments or documents not specifically requested).

The proposal must include the following:

- 1.1. Overview of the firm.** Provide a brief summarized overview of the firm, experience in streetscape & urban design projects, planning for provision of alternate modes, for other municipalities, description of any special facilities, expertise, or abilities that the firm can utilize in the performance of services described herein.
- 1.2. Project Manager.** Firms shall designate an individual who will be the primary performer of the services described herein. Describe the project manager's responsibilities and in addition to providing a resume or the individual, explain why this person is qualified to be the Project Manager. If the Project Manager has specialized relevant training and/or expertise that will add to this project, describe it in this section. Include no more than two (2) relevant examples of the individual completing a recent project of similar size and scope that demonstrates his/her record of completion of projects on schedule and within budget.
- 1.3. Project team.** Identify the members of the project team that will be performing the requested services. Describe the responsibilities of each member of this team and provide a table of organization delineating the responsibilities of each member. In addition to providing resumes

REQUEST FOR PROPOSAL

**THE AVENUES STREETSCAPE MASTER PLAN CONSULTING SERVICES
for the City of West Hollywood**

for the individuals, explain why each person is qualified to complete the tasks assigned that team member. Mention any relevant training and/or expertise that the team member has towards completing the scope of work. Also identify members for work that will be subcontracted out, their responsibilities, qualifications, relevant training or expertise, and show how they fit into the project team.

1.4. Subcontracted work. If any portion(s) of the project will be subcontracted, provide the following information for the subcontractor(s):

- 1.4.1.** Firm's name
- 1.4.2.** Local office address and telephone number(s)
- 1.4.3.** Corporate or home office address and telephone number(s) (if applicable)
- 1.4.4.** Description of services the firm(s) will perform
- 1.4.5.** Firm's experience in providing this type of service

1.5. Scope of Work. The proposal shall describe the approach to be taken to complete each item the scope of work, and the designated team member(s) responsible for each item.

1.6. Fees. The Fee proposal shall be submitted for the consultant services included in the Scope of Work. All fees are to be quoted, based on a fixed hourly fee basis. Fee proposals are to be broken down into categories of work. The stipulated fee will be for all services rendered for the entire duration of that item.

2. DELIVERY OF SEALED PROPOSALS

2.1. Notice is hereby given that the seven (7) sealed proposals and one (1) fee schedule shall be mailed, couriered, or hand delivered to the City of West Hollywood no later than **Thursday, November 10, 2011 at 11:00 a.m.** Proposals received after this time and date may be returned. Postmarks will not be accepted as proof of receipt. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals will be considered. The submittal shall be addressed as follows:

**Attn: City Clerk
Avenues Streetscape Project
8300 Santa Monica Blvd
West Hollywood, CA 90069**

2.2. Proposals shall be in envelopes plainly marked

**Proposal: AVENUES STREETSCAPE PROJECT
NAME OF PROPOSER
ADDRESS
CONTACT PERSON
TELEPHONE NUMBER
FAX NUMBER
E-MAIL ADDRESS**

REQUEST FOR PROPOSAL

**THE AVENUES STREETScape MASTER PLAN CONSULTING SERVICES
for the City of West Hollywood**

3. SELECTION PROCESS

3.1. Submitted proposals shall be evaluated using the following key criteria:

3.1.1. Training, experience and demonstrated ability of the designated individual who will be serving as project manager. Relevance of examples and information provided for the project manager.

3.1.2. Training and experience of project team. Proposals from individuals or firms without support staff will not be disqualified solely on that basis, provided the training and experience of the designated individual and his/her time availability are sufficient to assure the City that the requirements of the position can be fulfilled.

3.1.3. Reference(s) relevance to the proposed project and quality of work provided on those projects.

3.1.4. Adherence to directions as specified on this Request for Proposal.

3.2. The highest ranking firm(s) may be asked to come in for an interview.

4. ADDITIONAL INFORMATION

4.1. Regarding contact between those submitting proposals and the City:

Any questions for this RFP must be submitted in writing to Christopher Corrao, mailed to City of West Hollywood, 8300 Santa Monica Blvd, West Hollywood, CA 90069, or by FAX at (323) 848-6569 and received prior to **11:00 am, November 2, 2011.**

All submitted questions and responses will be posted on the City website www.weho.org. A special link for the RFP will be on the Long Range & Mobility Planning Division web page. The final list of questions and answers shall be posted after the close of the question period.

No questions regarding this RFP will be answered over the phone.

Proposers that contact City personnel or City Council members after the City releases the RFP and throughout the evaluation period may have their proposals disqualified from consideration.

4.2. After a consultant is selected, the Long Range & Mobility Planning Manager will initiate final contract negotiation. If an agreement on the fee can not be reached, the City reserves the right to end negotiations and enter into negotiations with another firm.

5. SCHEDULE

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|--|--------------------------------|
| 5.1. Written Questions deadline | November 2, 2011 11:00 a.m. |
| 5.2. Proposals Due | November 10, 11:00 a.m. |
| 5.3. Interview of Finalists | November 2011 |
| 5.4. Contract Award by City Council | January 2012 (est.) |

REQUEST FOR PROPOSAL

THE AVENUES STREETScape MASTER PLAN CONSULTING SERVICES for the City of West Hollywood

6. **SELECTED CONSULTANT.** The selected consultant shall be able to meet the following requirements in order to enter into a contract with the City of West Hollywood:

6.1. INDEMNIFICATION

6.1.1. CONSULTANT agrees to indemnify and hold the CITY harmless from any damage, liability or cost (including reasonable attorney fees and costs of defense) to the extent caused by CONSULTANT'S negligent wrongful acts, errors, or omissions in the performance of professional services under this agreement.

6.1.2. CITY agrees to indemnify and hold CONSULTANT harmless from any damage, liability or cost (including reasonable attorney fees and costs of defense) to the extent caused by the CITY'S negligent wrongful acts, errors, or omissions in the performance of professional services under this agreement.

6.2. INSURANCE REQUIREMENTS

6.2.1. **Certificates of Insurance.** The CONSULTANT shall provide certificates of insurance with original endorsements to the CITY as evidence of the insurance coverage required herein. Certificates of such insurance shall be filed with the CITY on or before commencement of performance of this Agreement. Current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement. The CONSULTANT shall provide written evidence of current automobile coverage to comply with the automobile insurance requirement.

The CONSULTANT, at the CONSULTANT'S own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:

6.2.1.1. **Workers' Compensation Coverage.** The CONSULTANT shall maintain Workers' Compensation Insurance and Employer's Liability Insurance for its employees in accordance with the laws of the State of California. In addition, the CONSULTANT shall require any and every subcontractor to similarly maintain Workers' Compensation Insurance and Employer's Liability Insurance in accordance with the laws of the State of California for all of the subcontractor's employees. Any notice of cancellation or non-renewal of all Workers' Compensation policies must be received by the CITY at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the CITY, its officers, agents, employees, and volunteers for losses arising from work performed by the CONSULTANT for City.

This provision shall not apply if the CONSULTANT has no employees performing work under this Agreement. If the CONSULTANT has no employees for the purposes of this Agreement, the CONSULTANT shall sign the "Certificate of Exemption from Workers' Compensation Insurance" which is attached hereto and incorporated herein by reference as "Exhibit B."

REQUEST FOR PROPOSAL

THE AVENUES STREETScape MASTER PLAN CONSULTING SERVICES for the City of West Hollywood

- 6.2.1.2. General Liability Coverage.** The CONSULTANT shall maintain commercial general liability insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury, and property damage. If a commercial general liability insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit.
- 6.2.1.3. Automobile Liability Coverage.** The CONSULTANT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONSULTANT arising out of or in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than three hundred thousand dollars (\$300,000) combined single limit for each occurrence.
- 6.2.1.4. Professional Liability Coverage.** The CONSULTANT shall maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors, or omissions which may arise from the CONSULTANT's operations under this Agreement, whether such operations be by the CONSULTANT or by its employees, subcontractors, or subconsultants. The amount of this insurance shall not be less than one million dollars (\$1,000,000)
- 6.2.2. Endorsements.** Each general liability and automobile liability insurance policy shall be issued by insurers possessing a Best's rating of no less than A-. and shall be endorsed with the specific language of Section 8.2.2.1. below.
- 6.2.2.1.** "The CITY, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insured with respect to liability arising out of work performed by or on behalf of the CONSULTANT, including materials, parts, or equipment furnished in connection with such work or operations."
- 6.2.2.2.** This policy shall be considered primary insurance as respects the CITY, its elected or appointed officers, officials, employees, agents, and volunteers. Any insurance maintained by the CITY, including any self-insured retention the CITY may have, shall be considered excess insurance only and shall not contribute with this policy.
- 6.2.2.3.** This insurance shall act for each insured and additional insured as though a separate policy had been written for each, except with respect to the limits of liability of the insuring company.
- 6.2.2.4.** CONSULTANT acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amounts of coverage required. Any insurance proceeds available to the CITY in excess of the limits and coverage required in this agreement and which is applicable to a given loss, will be available to the CITY

REQUEST FOR PROPOSAL

THE AVENUES STREETScape MASTER PLAN CONSULTING SERVICES for the City of West Hollywood

- 6.2.2.5.** The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents.
- 6.2.2.6.** Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its elected or appointed officers, officials, employees, agents, or volunteers.
- 6.2.2.7.** The insurance provided by this policy shall not be suspended, voided, canceled, or reduced in coverage or in limits except after thirty (30) days' written notice has been received by the CITY.
- 6.2.2.8.** CONSULTANT agrees to provide immediate notice to CITY of any claim or loss against CONSULTANT arising out of the work performed under this agreement. CITY assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve CITY.
- 6.2.3. Deductibles and Self Insured Retentions.** Any deductibles or self-insured retentions must be declared to and approved by the CITY. At the CITY's option the CONSULTANT shall demonstrate financial capability for payment of such deductibles or self insured retentions.
- 6.2.4. Failure to Procure Insurance.** Failure on the part of the CONSULTANT to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate the Agreement.
- 6.3. NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY.** The CONSULTANT represents and agrees that it does not and will not discriminate against any employee or applicant for employment because of race, religion, color, medical condition, sex, sexual orientation and/or gender identity, national origin, political affiliation or opinion, or pregnancy or pregnancy-related condition.
- 6.4. LIVING WAGE ORDINANCE.** The CONSULTANT shall abide by the provisions of the West Hollywood Living Wage Ordinance No. 97-505. During the term of this Agreement, the CONSULTANT shall keep on file sufficient evidence of its employee compensation to enable verification of compliance with the West Hollywood Living Wage Ordinance.
- 6.5. EQUAL BENEFITS ORDINANCE.** The CONSULTANT shall abide by the provisions of the West Hollywood Equal Benefits Ordinance No. 03-662. During the term of this Agreement, the CONSULTANT shall keep on file sufficient evidence of its employee compensation and any applicable benefits package, as those benefits relate to the coverage of the domestic partners of contractor's employees, which shall include; bereavement leave; family medical leave; and health insurance benefits; to enable verification of compliance with the West Hollywood Equal Benefits Ordinance.
- 6.6. RESTRICTIONS: Arab League Boycott of Israel.** The CONSULTANT hereby affirms it does not honor the Arab League Boycott of Israel.

REQUEST FOR PROPOSAL

**THE AVENUES STREETScape MASTER PLAN CONSULTING SERVICES
for the City of West Hollywood**

6.7. RECORDS AND AUDITS. The CONSULTANT shall maintain accounts and records, including personnel, property, and financial records, adequate to identify and account for all costs pertaining to this Agreement and such other records as may be deemed necessary by the CITY or any authorized representative, and will be retained for three years after the expiration of this Agreement. All such records shall be made available for inspection or audit by the CITY at any time during regular business hours.

6.8. OWNERSHIP OF DOCUMENTS. It is understood and agreed that the CITY shall own all documents and other work product of the CONSULTANT, except the CONSULTANT's notes and work papers, which pertain to the work performed under this Agreement. The CITY shall have the sole right to use such materials in its discretion and without further compensation to the CONSULTANT, but any re-use of such documents by the CITY on any other project without prior written consent of the CONSULTANT shall be at the sole risk of the CITY. The CONSULTANT shall at its sole expense provide all such documents to the CITY upon request.