



LOS ANGELES STREETCAR INC

**\*\*\*PRESS RELEASE\*\*\***

**Los Angeles Streetcar Inc releases RFQ's for PR/Media and Special Benefit District Consultant Services**

**LOS ANGELES (October 13, 2009)** – Los Angeles Streetcar Inc (LASI) has released two RFQ's seeking consultants that can, 1) develop a Public Relations/Media Campaign, and 2) analyze a Special Benefit District for a Downtown Los Angeles Streetcar. Selected consultants will play a critical role in furthering the streetcar initiative that will revitalize Downtown Los Angeles' neighborhoods and communities.

Objective of PR/Media RFQ:

- LASI is soliciting qualifications from individual firms or teams capable of developing an integrated and branded suite of advertising and outreach materials to communicate with Downtown Los Angeles stakeholders, property owners, transit riders, residents, community groups, and other stakeholders regarding the benefits of a streetcar system.

Objective of Special Benefit District RFQ:

- LASI is soliciting qualifications from consultants capable of developing revised Los Angeles Streetcar conceptual Special Benefit District alternatives that will generate revenues to help pay for the capital and operating costs of the streetcar system.

RFQ documents can be found at: <http://www.lastreetcar.org/about/rfp/>. The RFQ was officially released October 12, 2009, and responses are due October 23, 2009.

**About**

Los Angeles Streetcar Inc (LASI) is a sole purpose non-profit corporation focused on advancing the Los Angeles Streetcar effort, and acts as the lead organization to plan, design, build and operate the LA Streetcar system. For more information about the organization, go to:

[www.lastreetcar.org/about](http://www.lastreetcar.org/about).

**Contact**

Dennis Allen, Executive Director  
Los Angeles Streetcar Inc  
c/o DLA Piper LLP  
550 South Hope Street, Suite 2300  
Los Angeles, California 90071  
(213) 618-9781  
info@lastreetcar.org  
www.lastreetcar.org