LOS ANGELES STREETCAR INC

REQUEST FOR QUALIFICATIONS
CONSULTANT SERVICES

RFQ No: 1

Project: ANALYSIS OF POTENTIAL SPECIAL BENEFIT DISTRICT ALTERNATIVES

RFQ RELEASED: OCTOBER 12, 2009
RFQ RESPONSE DUE: OCTOBER 23, 2009

SECTION I – INTRODUCTION AND BACKGROUND

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.

LASI is soliciting qualifications from consulting firms to perform an analysis of potential Special Benefit District alternatives for the LA Streetcar system. These services will be critical to the success of developing, building and operating this streetcar system.

Based on transportation studies and years of public input, a streetcar system is critically important to improving transportation circulation in Downtown LA. Downtown communities and districts have expressed a strong desire for a streetcar line of approximately 3 to 3.5 miles to connect key areas together – including the Historic Theater District (Broadway), South Park, Bunker Hill, LA Live/Staples Center, and many others. This level of connectivity will enable people to visit entertainment, cultural, and civic destinations while being able to shop, dine, and have fun in Downtown's burgeoning arts, entertainment, and business districts.

Operating a streetcar within Downtown will provide the "last mile" solution needed to integrate the area's current and future rail, bus, and parking facilities together into an innovative, efficient, and modern circulation system. For more information about the proposed LA Streetcar Line, go to: www.lastreetcar.org/planning-design.

LASI is working closely and collaboratively with City of Los Angeles agencies, including the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), LA Dept. of Transportation (LADOT), Bureau of Engineering (BOE), and the Office of the City Attorney.

SECTION II – OBJECTIVES

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. Consultant will be responsible for producing a detailed analysis of parcels near the streetcar route, in addition to a valuation analysis of different parcel types. Consultant duties will also focus on identifying potential issues related to bond financing.

SECTION III – REGISTRATION

Prior to submitting your response, please register your firm with LASI via email at info@lastreetcar.org. Please include: firm name, team members (if any), contact name, address, phone, and email.

SECTION IV – SUBMITTAL REQUIREMENTS

Answers to submittal requirements in this section are expected to be **brief**. Responses should be limited to one or two pages per section; please be **concise**.

Cover Letter

Include firm name, address, telephone number and e-mail address of lead contact person for the Consultant, and general explanation of why your firm is best qualified and suited to be selected for this assignment. If a Joint Venture or Team Collaboration is proposed, the cover letter must identify all firm entities and identify a single firm management lead.

Identification of Principal and/or Project Team

Identify the principle person responsible for performing services for this project. Also identify a list of any additional key personnel who will be providing the services required in this RFQ, including job title/classification of each. Identify the role of each key personnel and include summary professional resumes of each. Please make sure that you identify the person whom will have the day-to-day responsibility in working with LASI.

Firm Experience

List major relevant past and current project experience, specifically including:

- Summary project data: project name, scale, cost, date of completion, key staff and roles
- Summary description of work performed by Consultant
- Two client references with appropriate contract information

In addition, respondents may elect to include samples of prior work.

Fee Schedule

Provide a schedule of hourly rates for consultant and project team members, if any.

Approach

Given the level of expertise and creativity required to develop and implement an assessment district in Downtown Los Angeles, please detail your firm's competitive advantage in parcel and owner identification, valuation, and outreach efforts. We would like to know why your firm is best positioned to become a consultant for the project, and have you roughly define an initial analysis strategy. LASI wants to understand how your firm will critically think about the streetcar and its potential economic impacts on Downtown's districts and communities, in addition to seeing how your firm thinks these challenges and opportunities can be best addressed. Your response should be limited to roughly three printed pages.

Number of Copies and Submittal Address

Submit (8) copies of your firm's Qualifications, preferably printed on recycled paper, no later than October 23, 2009 delivered to:

Los Angeles Streetcar Inc
c/o DLA Piper LLP
Attention: Mr. Dennis Allen
550 South Hope Street, Suite 2300
Los Angeles, CA 90017

In addition, Qualifications must be submitted electronically to info@lastreetcar.org.

SECTION V – EVALUATION CRITERIA

1. Company and principal experience and qualifications – 50 points
2. Experience with complex projects – 20 points
3. Approach – 20 points
4. Fee schedule –10 points

SECTION VI – BUDGET

An initial not-to-exceed cost of $50,000 has been identified by LASI for the purposes of completing the Special Benefit District alternative analysis. Selected consultants will be invited to bid on another phase of work to be detailed in the RFP.

SECTION VII – TIMELINE

RFQ Released: October 12, 2009
RFQ Response Due: October 23, 2009

RFP Released to Qualified Candidates: October 26, 2009
RFP Response Due: November 6, 2009

Final Selection, Question Period, and Interviews: November 9, 2009 until November 20, 2009
Contract Awarded: November 23-27, 2009