

# LOS ANGELES STREETCAR INC

## REQUEST FOR QUALIFICATIONS CONSULTANT SERVICES

RFQ No: 2

**Project: BUSINESS OUTREACH / COMMUNICATIONS CAMPAIGN**

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

### **SECTION I – INTRODUCTION AND BACKGROUND**

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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).

**LASI is soliciting qualifications from consulting firms to develop a Communications Campaign and perform Business Outreach for the Los Angeles Streetcar. 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](http://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**

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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 benefit of a streetcar system. The scope of this campaign will be designed to target a large Downtown audience, in addition to popular news media outlets, blogging websites, social media networks, and any other recommended outlet that can gain a high level of visibility for the streetcar project.

### **SECTION III – REGISTRATION**

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

## SECTION IV – SUBMITTAL REQUIREMENTS

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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 creativity required to develop and implement a streetcar in Downtown Los Angeles, please detail your firm's competitive advantage Downtown, why your firm is best positioned to become a consultant for the project, and roughly define an initial outreach and campaign strategy. LASI wants to understand how your firm can critically think about the streetcar and its potential impacts on Downtown's districts and communities, in addition to seeing how your firm thinks these challenges and opportunities can be best addressed. Your approach can be prepared in any format or medium, but should be limited to two printed pages (any size), a video (5 minute maximum), or even a web presentation.

### 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](mailto:info@lastreetcar.org).**

## SECTION V – EVALUATION CRITERIA

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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**

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The initial scope of work has been allocated a not-to-exceed budget of \$50,000. Selected consultants will be invited to bid on another phase of work to be detailed in the RFP.

## **SECTION VII – TIMELINE**

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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