

REQUEST FOR PROPOSALS TO STUDY THE FEASIBILITY OF AN AUTO MALL IN THE CITY OF INGLEWOOD

INGLEWOOD REDEVELOPMENT AGENCY

August 18, 2008

Subject: Inglewood Redevelopment Agency Request For Proposals for Consultant Services to prepare an economic feasibility analysis for an auto mall concept for the City of Inglewood.

I. BACKGROUND

The Inglewood Redevelopment Agency is requesting proposals from professional consulting firms to provide a feasibility analysis for a proposed auto mall concept within the Agency's Merged Redevelopment Project Area (La Cienega). The Agency is seeking proposals from professional consulting firms to complete a feasibility analysis that assesses the market viability of this retail use, as well as the financial and economic viability of this use.

The proposed boundaries for the Auto Mall are Florence Avenue on the North, Isis Avenue on the West, Hillcrest Boulevard on the South, and La Cienega Boulevard on the East. Existing automotive dealerships and substantive related automotive uses presently located within the study area include CarMax Automotive Super Center, Hyundai and Advantage Rental. There are other ancillary automotive uses; however, these three represent the more prominent uses in the area.

The preliminary study area is roughly eighty-one acres (81) that is inclusive of the automotive uses noted above (See Attachment "A"). The majority of area is developed with industrial/warehouse uses with retail uses interspersed along the major arterial streets (Manchester and La Cienega Boulevards). The Agency's preliminary concept is reflected in Attachment "A"; however, the selected firm/team should not be limited by these preliminary thoughts.

If there is any discrepancy in understanding the proposed concept as described above, please refer to the attachment provided.

II. SCOPE OF WORK

The consultant will prepare a detailed study of the proposed Auto Mall area including a cost estimate to assemble the properties, the economic feasibility of the proposal, and a recommendation. The following shall be considered, at a minimum, in the scope of work:

1. Examine existing economic conditions and develop short-term and long-term economic strategies for the study area.
2. Recommend alterations to land use designations and policies to reflect market demand.
3. Analyze the feasibility of land use diversification and intensification in the study area.
4. Identify potential catalytic project opportunities, their financial feasibility and any gap funding requirements.
5. Identification of financial tools to the extent appropriate to facilitate the implementation of the concept.
6. Comparison analysis of current sales tax and property tax revenues with potential Auto Mall sales tax and property tax revenues.
7. Identify any potential Redevelopment Law limitations for funding the creation of an Auto Mall.
8. Identify all necessary Public Improvements to include streets, demolition of existing roadway, new curb and gutter, storm drain, sewer, lighting, intersection improvements, new traffic signals, traffic signal modification, ADA improvements, irrigation and landscaping.

III. SCHEDULE

The proposal phase schedule is as follows:

City releases RFP.....	August 18, 2008
Proposals due.....	September 15, 2008
Consultant Interviews.....	October 2008
Redevelopment Agency awards.....	October 2008

The consultant's schedule for the preparation of the study and the cost estimate is to be included with the submitted proposal.

IV. PROPOSAL REQUIREMENTS

Proposals shall include the information listed below. The information requested must be included in the text of the proposal and be presented in the order indicated. The submissions are subject to a limitation of fifteen (15) pages excluding the cover letter. Additional information such as exhibits (which will not count against the page limit) may be attached. The Agency makes no assurances that any non-requested additional information in exhibits will be reviewed or returned.

The written proposal shall include the following:

Name of proposer and principal contact person, including office location, address, telephone number, fax number and e-mail address.

1. Firm: Brief description and history of the firm.
2. Hours and Cost: Provide hours and cost associated with each task for each member of the proposed team.
3. Standard Hourly Fees: Provide your standard hourly fees by job classification and billing criteria for providing the services described in this RFP. Attach your billing rate schedule as an exhibit in the proposal. Do not provide the proposed fee estimate/cost proposal in the proposal as an exhibit or in the body of the proposal.

4. Proposed Approach: A statement of your proposed approach to the project Scope of Work for the Study with a description of deliverables. Describe the personnel associated with each task.
5. Project Team Organization: Describe the project team organization and staffing plan indicating the line of responsibility of each team member and sub-consultant through all phases of work and clearly indicate the Principal and Project Manager. Describe the team assigned to handle the proposed assignments, including the role of each member, percentage of total work each member is expected to contribute, office location of each member and specific relevant experience. Please enclose brief resumes of each key team member as an exhibit to your proposal.
6. Services and Activities: Describe the services and activities as they relate to the proposed scope of service that your firm proposes to provide to the Agency for this project.
7. Exhibits: Provide as exhibits, listings of your firm and its principals' experience, along with this same information on any sub-consultants.
8. Firm Experiences: Describe your firm's experience (and the experience of any sub-consultants), if any, with the preparation of similar studies for a comparable project.
9. Certification of Insurance: The Inglewood Redevelopment Agency requires that all firms contracting for services file a certificate of insurance prior to the execution of the contract agreement. Insurance coverage includes full workers' compensation, employers' liability coverage, comprehensive auto and general liability insurance for no less than \$1,000,000.
10. Professional References: Please provide three professional references. References should be public agencies for which your firm or its principals have provided services within the past five years for a similar scope of work.

11. Fee Estimate/Cost Proposal: Provide the proposed fee estimate/cost proposal in a separate, sealed envelope.

V. PROCEDURES FOR SUBMISSION

Interested firms are invited to submit five (5) copies of their proposal prior to 5:00 PM, Monday, September 15, 2008. Proposals should be submitted to:

Marla Stevens, Acting Redevelopment Manager
Inglewood Redevelopment Agency
One Manchester Boulevard, Suite 450
Inglewood, CA 90301

SUBMISSIONS WILL NOT BE ACCEPTED AFTER THIS DEADLINE. SUBMISSIONS TRANSMITTED BY FAX WILL NOT BE ACCEPTED UNDER ANY CIRCUMSTANCES.

All material submitted in accordance with this RFP become property of the Agency and will not be returned. If you have any questions regarding the RFP, please contact Tim Cook, Redevelopment Specialist, at (310) 412-5290, Monday through Thursday, 7:30 AM – 5:30 PM.

VI. REVIEW AND SELECTION PROCESS

Agency staff will evaluate the materials provided in response to the Request for Proposals based on the following criteria:

1. Understanding of the scope of work and the Agency's overall project goals and the consultant's strategy for carrying out the required work tasks to meet the project goals.
2. Past experience and performance of the project team on similar projects related to cost control, quality of work, and meeting schedules.
3. The consultant's experience and ability to handle public relations and communications issues relative to all phases of the study.

4. The present workload of the consultant (and any sub-consultants), availability of staff and ability to meet the project task schedule.
5. Familiarity with applicable practices and procedures for the type of work involved.
6. Conformance to the specified RFP format.
7. Organization, presentation and content of proposal.
8. Specialized experience and technical competence of the firm and sub-consultants (including individuals in the firm assigned to the project), considering the types of services required and the complexity of the study.
9. Record of performance, including results of reference checks.

The Agency reserves the right to conduct independent reviews and interview firms submitting proposals prior to making any selection. If the Agency elects, the top three proposers may be requested to participate in an interview. The Agency anticipates an interview process for this specific project. At a minimum, the proposed Project Manager along with key team members shall appear at the interview. If your firm is selected to participate in an oral interview, you will be notified the week prior to the scheduled interview. The Agency will not be liable for any costs associated with your firm preparing its response to this RFP.

No proposer will be allowed to modify the content of the proposal at any time after the submission deadline, except in direct response to a request from the Agency for clarification or for an oral interview, provided that no such modification will result in a substantive amendment to the proposal.

VII. ACCEPTANCE OR REJECTION OF PROPOSAL

The Agency reserves the right to accept or reject any or all proposals received as a result of this request. The Agency also reserves the right to waive any informality, technical defect or clerical error or irregularity in any proposal. Additionally, the Agency may, for any reason, decide not to award an agreement as a result of this RFP. The Agency reserves the right

to cancel this RFP. The Agency shall not be obligated to respond to any proposal submitted, nor be legally bound in any manner by the submission of the proposal. The Redevelopment Agency staff will make a recommendation to the Agency Board, as applicable, regarding the selection of Consultant based upon an evaluation of the proposals. The Agency reserves the right to negotiate project deliverables and associated costs.

VIII. ADDENDA AND INTERPRETION

The Agency shall not be responsible for nor be bound by any oral instructions or interpretations or explanations issued by the Agency or its representatives. Should discrepancies or omissions be found in this RFP or should there be a need to clarify the RFP, you may request clarification via e-mail to tcook@cityofinglewood.org. Such request for clarification shall be received by the Agency at least five (5) business days prior to the proposal due date.

IX. INSURANCE REQUIREMENTS

The selected Consultant, at Consultant's sole cost and expense and for the full term of the Agreement or any extension thereof, shall obtain and maintain at least all of the insurance requirements outlined in the Agency's Standard Consultant Agreement.

All policies, endorsements, certificates, and/or binders shall be subject to approval by the Inglewood Redevelopment Agency as to form and content. The selected Consultant agrees to provide the Agency with a copy of said policies, certificates and/or endorsements.

The selected Consultant shall satisfy these insurance requirements prior to approval of the Agreement. Please address any issues with respect to insurance requirements in your response to the proposal.

X. EXAMINATION OF PROPOSED MATERIAL

The submission of a proposal shall be deemed a representation and certification by the Consultant that they have investigated all aspects of the RFP, that they are aware of the applicable facts pertaining to the RFP process, its procedures and requirements, and that they have read and understood the RFP. No request for modification of the statement shall be

considered after its submission on grounds that the Consultant was not fully informed as to any facts or conditions.

XI. DISQUALIFICATION

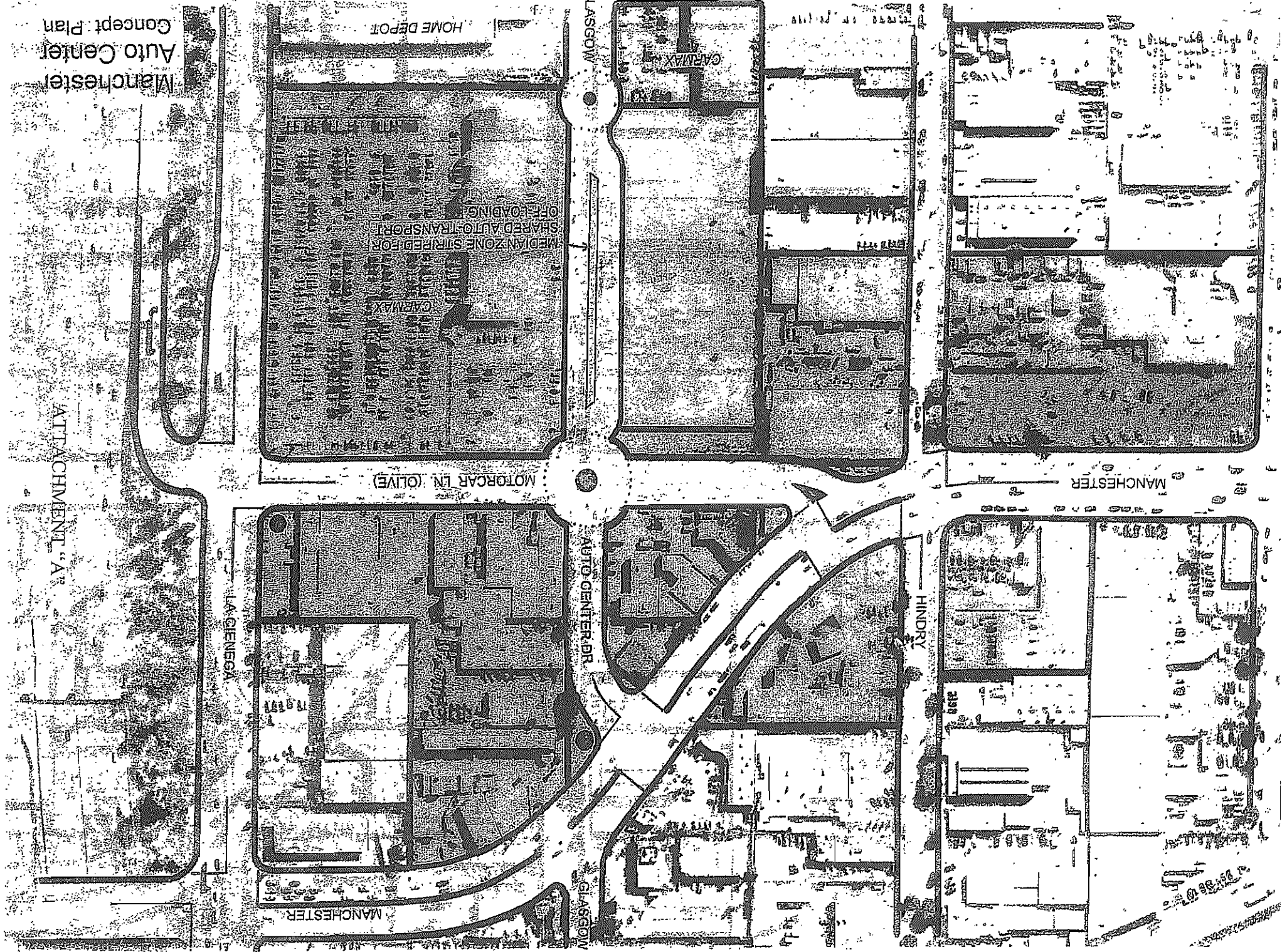
Factors such as, but not limited to, any of the following may be considered just cause to disqualify a proposal without further consideration:

- A. Evidence of collusion, directly or indirectly, in regard to the amount, terms, or conditions of this proposal;
- B. Any attempt to improperly influence any member of the selection staff;
- C. Existence of any lawsuit, unresolved contractual claim or dispute between Consultant and the Agency;
- D. Evidence of incorrect information submitted as part of the proposal;
- E. Evidence of Consultant's inability to successfully complete the responsibilities and obligations of the proposal; and,
- F. Consultant's default under any agreement, which results in termination of the Agreement.

XII. NON-CONFORMING PROPOSAL

A proposal shall be prepared and submitted in accordance with the provisions of these RFP instructions and specifications. Any alteration, omission, addition, variance, or limitation of form or to a proposal may be sufficient grounds for non-acceptance of the proposal, at the sole discretion of the Agency.

**Map of Conceptual Auto Mall Area
Attachment "A"**



ATTACHMENT "A"