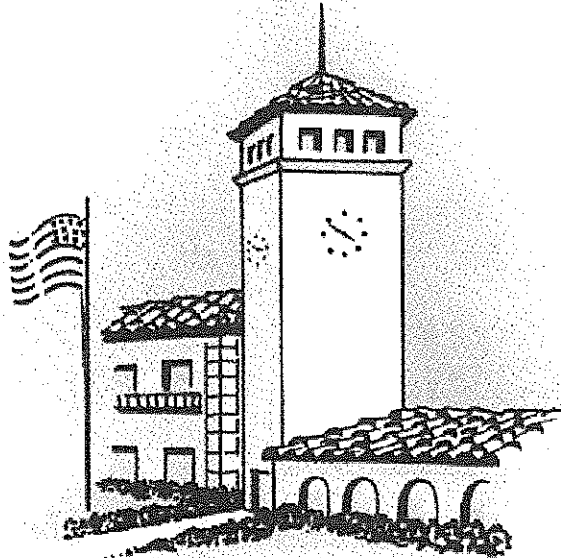




REQUEST FOR PROPOSALS
ON THE DOWNTOWN HUNTINGTON PARK BUSINESS
IMPROVEMENT DISTRICT EXPANSION AND ADJUSTMENT OF
FEES PROJECT
SEPTEMBER 24, 2009

DUE: FRIDAY, OCTOBER 30, 2009 AT 5:00 PM

Contact Person:

Erica Frausto, Business Improvement District Manager
City of Huntington Park, Community Development Department
6550 Miles Avenue
Huntington Park, CA 90255
(323) 826-9831

Study on City's Downtown Huntington Park Business Improvement District
Request for Proposals

INTRODUCTION

The City of Huntington Park is soliciting Requests for Proposals (RFP) from qualified individuals, firms, and/or consultants to conduct a study to review the City's existing business based Business Improvement District (BID) including an assessment of a fee adjustment for the existing district, a review of a physical expansion of the existing district, and a review of a property owner-based expansion of BID membership.

The City requires that each proposal clearly address all of the requirements outlined in this Request for Proposals. The proposal submitted must be organized as indicated on the Statement of Qualifications and must be clear and concise, and contain information covering all the topics in the Scope of Services.

TERMS OF AGREEMENT

The City wishes to retain a firm which will perform the services requested on a cost not to exceed basis within a reasonable time as indicated in the proposal.

SCOPE OF SERVICES

The selected organization will be responsible for conducting a study on the City's Business Improvement District to review a fee adjustment for the existing district, a review of a physical expansion of the existing district, and a review of a property owner-based expansion of the BID area. It is the intent of the City to select an agency, consultant or firm that possesses a solid background and substantial experience in the successful development and management of BIDs. The City is interested in recommendations from the selected agency, consultant or firm on how it can establish a BID expansion and management or administrative plan. Proposal should clearly demonstrate how the Scope of Services will be approached and completed.

- The Scope of Services will include a comprehensive review of the existing Business Improvement District including the following listed below.
 1. An assessment of a fee adjustment for the existing business BID membership;
 2. Review of a physical expansion to the existing BID;
 3. Determine the feasibility of the design and management of a property owner-based expansion of BID membership;
 4. Create communication and marketing programs to educate and develop a consensus for the implementation of the BID adjustment and expansions directed at BID stakeholders which shall include at a minimum: property owners, property management, businesses, merchants, community leaders, and political leaders;
 5. Develop a BID Expansion and Management or Administrative Plan that must include:
 - Governance/Management Structure
 - Assessment formula and methodology
 - Business/Property assessment identification
 - Appeal process
 - Annual budget (forecast for 3 years)

- Initial year operating budget
 - District improvement and activities
 - Assessment Boundary & Benefit zone map(s);
6. Oversee legal and technical work needed to comply with applicable laws and regulations;
 7. Develop a timetable to complete the BID expansion process and begin services.

STATEMENT OF QUALIFICATIONS

All proposals must be bound and submitted in the prescribed format. Any proposal that deviates from this format may be rejected without review at the City's sole discretion.

Cover Letter

The cover letter should be a maximum of one (1) page on the consultant's letterhead, and must include the consultant's name, address, telephone and facsimile numbers of the contact person or persons who will be authorized to represent the consultant.

Table of Contents

The Table of Contents must be a comprehensive listing of material included in the proposal.

Executive Summary

The Executive Summary shall condense and highlight the contents of the proposal to provide the City with a broad understanding of the Consultant's approach, qualifications, experience, and staffing.

Qualifications and Experience

Describe the background, experience and qualifications of the principal contact and individual team members proposed to be involved in the project. Provide three (3) client references regarding the firm's performance, including the completion of work of a similar nature. The references shall include the firm's name, contact name, title and phone number for each of the references.

Proposed Principal Consultant

This section must indicate the principal contact person or project manager acting on behalf of the consultant firm and who will be the initial point of contact for all matters. This section should provide a list of any additional team members (names and titles), and perspective contractor list. List only those that will have direct involvement with the activities described herein.

FEES

In addition to the requested cost not to exceed quotation, please provide a fee schedule based on the consultant's hourly rate which the consultant would charge for a period of not less than one year from the date of the proposal in the event the City requests additional services from the consultant. The schedule should include any cost reimbursement items and include all anticipated expenses including travel, reproduction of documents, etc.

INSURANCE

The selected organization will be required to provide evidence of the following insurance coverages:

- a) Professional and or Errors and Omissions Insurance.

- b) Liability insurance in the amount of \$1,000,000, which shall cover all actions and operations of the organization.
- c) Automobile Insurance and Workman's Compensation.

Liability insurance coverage shall name the City of Huntington Park, California, its agents, officers, and employees as additional insures. The coverage shall contain a 30-day notice and cancellation clause.

Selection of the qualified organization, if one is selected, will be based on demonstrated competence and qualifications to render the services at a fair price.

EVALUATION PROCESS

Proposals will be evaluated upon a combination of factors including the approach and methodology, experience, qualifications, the proposed cost to complete the project and the consultant's hourly fees. The City appointed selection committee will evaluate the proposals to determine which firms demonstrate the best and highest qualifications to successfully perform the necessary consultant services. It is the City's intention to select the most responsible and responsive individuals or firms who have the proven ability and experience in performing service requested.

Adherence to Format (Pass/Fail)

The consultants will be given a pass or fail score for their proposals' format. Failure of the consultants to comply with the minimum requirements will result in the proposals being eliminated from any further consideration. However, the City at its sole discretion, may waive any informality in a proposal if it is determined to be in the City's best interest.

Proposals Evaluation Criteria (100%)

All the proposals will be evaluated based on the criteria below. All proposals will receive a composite score and be ranked in numerical order from high to low. The City may also, at its option, invite the top ranking consultants to make a verbal presentation to the review committee and/or the City Council. The purpose of a verbal presentation is to provide clarification on information and/or documentation submitted in the proposal.

Consultant's Background and Experience 25%

Consultants will be evaluated on the experience and capacity of the individuals or firm to perform the required services listed in the Scope of Services.

Consultant's Reference Evaluation 25%

The consultants will be evaluated on the verification of the references provided in the RFP.

Consultant's Approach to Providing Required Services 25%

The consultants will be evaluated on their description of the methodology to be used to meet the City's, Federal and State requirements.

Cost Proposal Evaluation Criteria 25%

The maximum number of possible points will be awarded to the cost proposal that closely reflects the average market costs for the services described in the RFP. The average market costs are based on the current fair market costs, as well as current and past contract costs with the City.

Deadline for Submittal

The filing deadline for submittal of the above documents is **5:00 pm on October 30, 2009 (Friday)**.

Please send all materials to:

Erica Frausto, Business Improvement District Manager
City of Huntington Park, Community Development Department
6550 Miles Avenue
Huntington Park, CA 90255

The selection committee will make a recommendation to the City Council, which may award the project to any consultant or decide not to award the project at its sole discretion.

ADDITIONAL INFORMATION:

All proposals for this assignment shall be submitted to:

**City of Huntington Park
Community Development Department
6550 Miles Avenue
Huntington Park, CA 90255**

For additional information or questions please contact Erica Frausto, Business Improvement District Manager at (323) 826-9831.