



## REQUEST FOR QUALIFICATIONS (RFQ) CONSULTANT SERVICES CITY HALL AUTOMATED PARKING GARAGE JULY 2018

### Request for Statement of Qualification (SOQ)

The City of West Hollywood Facilities and Recreation Services Department is soliciting Statements of Qualifications from parking consultants to conduct an evaluation and assessment of the City Hall Automated Parking Garage.

### Background

The City of West Hollywood is located in the western Los Angeles metropolitan area, between Beverly Hills and Hollywood, north of the Interstate-10 Freeway, east of the 405 Freeway and west of the 101 Freeway. Encompassing 1.9 square miles, West Hollywood was previously an unincorporated area of Los Angeles County. It was officially incorporated in 1984 and is run by a City Manager/City Council form of government. Council members are elected at large to four year terms on a staggered basis.

According to the 2010 Census the City of West Hollywood has a population of 34,399, or 18,105 people per square mile, making it the most densely populated city west of the Mississippi.

West Hollywood is home to the world famous Sunset Strip and hosts the annual Halloween Carnival in October and the Christopher Street West Gay Pride Parade and Festival in June.

### Project Description

The City of West Hollywood has built the first fully automated, municipally run parking structure, on the West Coast. The new 200 space automated parking structure replaced a 68 space surface parking lot adjacent to West Hollywood City Hall.

Through the use of a computerized parking storage and retrieval system, this structure provides an extremely dense configuration of parking spaces, on a smaller footprint than traditional parking structures. The West Hollywood automated parking garage incorporated a SKIDATA PARCS system that is networked to other city parking facilities for operational efficiency.



### Project Scope of Work

Provide analysis and recommendations in the following areas:

1. Hours of operation.
2. Response times for entering and retrieving vehicles – How do response times compare to a surface parking lot, a traditional parking structure, and a valet-assisted parking lot?
3. Damage Claims – How do claims for damage to the garage or vehicles compare to a surface parking lot, a traditional parking structure, and a valet-assisted parking lot, including frequency and severity?
4. Possible Improvements – Are there changes that could be made that would reduce

potential damage to vehicles, improve recall time, or provide a better overall customer experience?

5. Recommendations for future automated structures – Are there lessons learned which could be used to enhance the design and operation of this and future structures?

### Submittal Requirements

The SOQ must include the following information:

1. Name of firm or individual.
2. Address of principal place of business and all offices and corresponding telephone numbers.
3. The number of years your organization has been in business under the present name.
4. The number of years the business organization has been under the current management.
5. The names of all professionals at the firm, their relationship to the firm and license status of each.
6. A resume of all the professionals in the firm anticipated to provide services to the City.
7. At least four (4) references for the firm, three (3) of which must have knowledge of the firm's expertise in automated facilities, and where applicable, automated parking facility technology, operations, software and management services. Include name, title, company/agency, telephone number and project description.
8. List and describe projects similar to what is being requested in the RFQ that consultant has worked on and include the contract entity and contact name, address and telephone number and the general description and timeframe of the project.

### Timeline

Issuance of Request for Qualifications	July 12, 2018
Receipt of Qualification Statements	August 23, 2018
Completion of Evaluation of Qualification Statements	September 6, 2018

### Submittal Instructions

All SOQs should be submitted in a sealed envelope clearly marked in the lower left-hand corner: "RFQ – Parking Consultant Services." Please provide three (3) printed copies of your SOQ no later than 3:00 PM on Thursday, August 23, 2018. Responses must be addressed and delivered as follows:

Ms. Yvonne Quarker, City Clerk  
City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069