

CITY OF LOS ANGELES

CALIFORNIA

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REQUEST FOR BIDS (RFB) RESEDA PARKING LOTS ECONOMIC IMPACT STUDY

SERVICE AREA 3: ECONOMIC DEVELOPMENT ANALYSIS SERVICE AREA 5: MASTER PLANNING, SITE PLANNING, AND PROJECT MANAGEMENT

RFB Released: 09/18/19
Bids Due: 10/09/19 at 1:00 p.m.

The City of Los Angeles seeks to engage a consultant to study and assess the economic impact of the redevelopment of surface parking lots in the vicinity of Reseda Boulevard and Sherman Way in Council District 3 (CD 3) of the City of Los Angeles. Bids to perform these services are requested from consultants pre-qualified to perform real estate and economic development analyses for the City of Los Angeles, as approved by Council on June 21, 2019 (C.F. #12-1549). Bids from firms not in Service Areas 3 and 5 on the pre-qualified list will not be accepted (see Attachment A).

Background

The intersection of Reseda and Sherman Way is the center of Reseda's commercial district. Many of the nearby businesses utilize public surface parking lots for worker and customer parking.

The City has identified five (5) parking lots near this intersection as potential Affordable Housing Opportunity Sites. The final uses have not been determined, but it is likely that one or two sites will be proposed for affordable housing. There may also be a parking structure built on one or more sites to replace some or all of the public parking that would be displaced by the housing.

APN	ADDRESS	LADOT Lot #	Size (SF)
2118-029-900	7222 Baird Avenue	624	33,570
2118-029-901 & 902	7236 - 7246 Baird Avenue	712	15,000
2126-007-900	7120 - 7136 Baird Avenue	621	33,500
2125-001-900	7131 Canby Avenue (No legal address on Zimas)	622	26,000
2125-003-900	7130 - 7136 Darby Avenue	640	20,830

Local business owners have shared concerns that their businesses will experience financial loss during construction, or business loss even if replacement parking is provided at a different location.

In order to understand the economic impacts to the existing businesses, Councilmember Blumenfield has requested that an economic analysis be completed.

Scope of Work

The selected consultant will conduct an analysis of these five parking lots, and provide a distinct work product, depending on the approved bid:

1. Complete a full inventory of all the businesses whose customers use these lots, including, but not limited to: business contact information, number of employees, and business type.
2. Conduct two (2) meetings with business owners to obtain their comments on economic impacts.
3. Complete an independent occupancy survey of these five parking lots, which will provide the occupancy rates at the following times:
 - a. High and low weekday daytime
 - b. Average weekday daytime
 - c. High and low weekend
 - d. Average weekend
 - e. High and low weekday nighttime
 - f. Average weekday nighttime
4. Complete a study of alternatives for relocating parking during construction under the following three (3) scenarios:
 - a. Lot 712 and Lot 624 are under construction
 - b. Lot 621 is under construction
 - c. Lot 622 is under construction
5. Complete a study determining the impact to the existing businesses if public parking was replaced by an alternate use (residential development) in the following nine (9) scenarios:
 - a. Lot 712 and Lot 624 – public parking eliminated
 - b. Lot 712 and Lot 624 – public parking replaced at 50%
 - c. Lot 712 and Lot 624 – public parking replaced at 100%
 - d. Lot 621 – public parking eliminated
 - e. Lot 621 – public parking replaced at 50%
 - f. Lot 621 – public parking replaced at 100%
 - g. Lot 622 – public parking eliminated
 - h. Lot 622 – public parking replaced at 50%
 - i. Lot 622 – public parking replaced at 100%
6. Recommendations for parking management that meets the existing and potential future needs of the businesses in the area under each of these six scenarios.

Consultants may use data sources including, but are not limited to, U.S Census, METRO, LADOT, the February 2019 Reseda Parking Utilization Study Final Plan, California Department of Transportation, AQMD, U.S. Department of Transportation, Bureau of Transportation Statistics, National Transportation Atlas Database, Data.gov, National Transportation Statistics, etc., to obtain this information. All sources used should be outlined in the final report.

Submittal

Firms interested in providing these services must submit a Cover Letter, an itemized Cost Proposal, resumes for the principal(s) who will provide services, a proposed approach for completing the Scope, and a Schedule for starting and completing the Scope of Work.

Please demonstrate your firm's capacity to perform the tasks by providing written examples of similar work. Your response is limited to 15 pages. Three (3) hardcopies and one (1) electronic copy must be provided. The electronic copy may be provided via email or USB flash drive. Submittals are due by 1:00 p.m. (Pacific Standard Time) on October 9, 2019 to the contact listed below.

City Contact Info:

Angelo Yenko
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City Hall East
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Los Angeles, CA 90012
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Feel free to contact Angelo Yenko for questions on the RFB at (213) 473-7524 or by email at amgprequal.rfq@lacity.org.

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LIST OF PREQUALIFIED REAL ESTATE CONSULTANTS

Service Area 1: Real Estate Services and Brokerage	Service Area 2: Project Feasibility, Underwriting & Public/Private Partnerships	Service Area 3: Economic Development Analysis
AECOM	AECOM	AECOM
Alvarez & Marsal	Alvarez & Marsal	Alvarez & Marsal
BAE Urban Economics	ARUP	ARUP
CBRE	BAE Urban Economics	BAE Urban Economics
Colliers	BuroHappold	BuroHappold
Cushman & Wakefield	CBRE	Economic & Planning Systems, Inc.
Economic & Planning Systems	Cowley Real Estate	Ernst & Young
Ernst & Young	Cushman & Wakefield	Estolano LeSar Perez Advisors, LLC
Estolano LeSar Advisors	Economic & Planning Systems, Inc.	Gensler
Guidehouse	Ernst & Young	Guidehouse
HR&A Advisors	Estolano LeSar Perez Advisors, LLC	HR&A Advisors
Integra Realty Resources	Guidehouse	Keyser Marston Associates
Jones, Lang, LaSalle	HR&A Advisors	Kosmont Companies
Keyser Marston Associates, Inc.	Jacobs	Newmark Knight Frank
Kosmont Companies	Jones Lang LaSalle Americas, Inc.	PFM Financial Advisors
KPMG	Keyser Marston Associates	Placeworks
Macy & Associates	Kosmont Companies	RCLCO (Robert Charles Lesser & Co.)
Newmark, Knight & Frank	KPMG	The Concord Group
Overland, Pacific, Cutler	Project Finance A Limited	Tierra West Advisors
RCLCO (Robert Charles Lesser & Co.)	PFM Financial Advisors	
The Concord Group	RCLCO (Robert Charles Lesser & Co.)	
The Concourse Group	The Concord Group	
The Maxima Group	The Concourse Group	
Tierra West Advisors	The Maxima Group	
	Tierra West Advisors	
	WT Partnership	
Service Area 4: Community Outreach and Engagement	Service Area 5: Master Planning and Site Planning	
AECOM	AECOM	
Estolano LeSar Advisors	BuroHappold	
Guidehouse	CBRE	
Jones, Lang, LaSalle	Cowley Real Estate	
Lee Andrews	Cushman & Wakefield	
Placeworks	Ernst & Young	
Tierra West Advisors	Estolano LeSar Advisors	
	Gensler	
	Guidehouse	
	HR&A Advisors	
	IBI Group	
	Jacobs	
	JOA Group	
	Jones, Lang, LaSalle	
	KPMG	
	Newmark Knight Frank	
	Overland Pacific Cutler	
	Placeworks	
	The Concourse Group	
	Tierra West Advisors	
	WT Partnership	