

Office of the City Administrative Officer
Request for Bids for an Economic Impact Analysis
of the Proposed Downtown Stadium and Convention Center Project

Questions and Answers

Conference Call, Tuesday, February 21, 2012, 10:00 AM PST

Present from the City:

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Natalie Brill
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Madeleine Rackley
Trina Unzicker

Bids will be evaluated using these six categories:

Experience of the firm
Deliverables
Data collection and methodology for analysis
Fee
Staff qualifications
Schedule

Q1. Please resend link for the reports listed in the Request for Bids (RFB).

A1. Here is the link to the RFB and the related documents:

<http://cao.lacity.org/OEA/index.htm>

Q2. Please identify the companies that were on the conference call.

A2. The companies who called in are: Aspen, EPS, HR&A, ICF, Parsons Brinckerhoff, and Tecolote. If we left anyone out of the list, please let me know.

Q3. When will the Environmental Impact Report (EIR) be published? Is the project description from the Draft EIR available?

A3. According to the Planning Department, a Draft EIR may be available for public review and comment in April 2012. At this time, firms should use the project description that is in the available documents.

Q4. What project description should proposers use for the basis of their bids?

A4. Firms should use the project description in the CSL report, which is included on the OEA website.

Q5. How have the construction costs changed since the Event Center project was initially discussed? How can the proposers find out what the new construction costs are? What construction costs should proposers use?

A5. It is assumed that the question is specific to the construction costs for the New Hall of the Convention Center, which is different from Event Center costs. The proposed bonds will only be used to pay for New Hall costs. No public funds will be used to fund Event Center costs.

Given that the design of the New Hall is not yet finalized, there are no new construction estimates available. Proposers should assume that the total project cost for the New Hall will amount to \$275 million, which will pay for the costs of construction, but also the defeasance of bonds, the EIR, one percent public arts fee, other City fees, and staff and consultant costs to be reimbursed to the City.

Q6. What type of events should the proposers include in their bids?

A6. Firms should use the programming that is identified in the CSL report.

Q7. Have the revenue numbers changed since the proposal was initially discussed?

A7. The revenue numbers have not changed. Firms should reference the assumptions made in the 1) CSL analysis and the 2) PRAG and KNN analysis.

Q8. Should proposers include socio-economic or social justice analysis in their proposals? This could include the number of jobs created, the distribution of the types of jobs and the impact on communities.

A8. Firms should include the distribution or types of jobs that would be created as a result of the Stadium project as well as the impact of those jobs on the community.

- Q9. How can proposers find out what Council has said about the Event Center project?
- A9. Firms may listen to recordings of prior meetings of the Council and the Ad Hoc Committee on the Proposed Downtown Stadium and Event Center. Please click on the links below to go to the pages where meetings are archived.

Council Meetings

<http://www.lacity.org/YourGovernment/CityCouncil/CouncilMeetings/LIVEandON-DEMANDVideo/index.htm>

The Council has discussed and taken action on this item, including but not limited to the following dates:

February 3, 2012
August 19, 2011
August 17, 2011
August 12, 2011
August 10, 2011
July 26, 2011
July 13, 2011
July 12, 2011
February 14, 2011
February 9, 2011
February 2 2011

Ad Hoc Committee on the Proposed Downtown Stadium and Event Center

<http://www.lacity.org/YourGovernment/CityCouncil/CouncilMeetings/LIVEandON-DEMANDVideo/index.htm>

The Ad Hoc Committee on the Proposed Downtown Stadium and Event Center met on the following dates:

February 2, 2012
December 8, 2011
October 11, 2011
September 26, 2011
August 3, 2011
July 28, 2011
July 27, 2011
June 30, 2011
April 18, 2011

Q10. Is there a budget for this project?

A10. No, there is not a budget for this project.

Q11. Is there a schedule or due date for the project?

A11. A draft of the Final Report or deliverables is due on Friday, June 1, 2012.

Q12. Is the draft of the Final Report or deliverables an internal document or will it be presented publicly?

A12. The draft of the Final Report or deliverables will be discussed internally only. Updates to the draft will then be worked out between the CAO and the selected contractor. The City needs to present the Final Report or deliverables to Council in July 2012.

Q13. How many formal presentations should the selected firm be expected to make?

A13. The firm will be expected to make presentations about their findings to the Ad Hoc Committee on the Proposed Downtown Stadium and Event Center, the Budget and Finance Committee and full Council.

Q14. Is this project exempt from CEQA requirements?

A14. The Event Center project is subject to the completion of an EIR, which will be certified by the City. One of the key points of Senate Bill 292 is that it establishes specified administrative and judicial review procedures.

Q15. Is cost a driving factor in the evaluation of the bids?

A15. Cost is important, but it is not a driving factor.

Q16. Does this project include a peer review of prior consultant reports?

A16. No. The prior reports about the Stadium project focus on the area immediately around the Stadium and Event Center campus, what we sometimes call a micro view. The analysis in this project should include a macro view, namely how the project will affect the rest of the City, including but not limited to areas of the Valley, East Los Angeles and San Pedro.

Q17. Can firms team up for this project?

A17. Yes. However, one firm must be responsible for achieving what is in the contract.

Q18. How can the proposers determine what the transportation or parking impacts are going to be without the CEQA or EIR documentation?

A18. Firms should use the assumptions that are in the reports on the OEA website.

Q19. What does the City mean by “spillover effects?”

A19. The City is interested in knowing if the Event Center project will have a positive or negative affect on the surrounding communities and the County, which include but are not limited to local economic impacts, tax revenues, hotel space, transportation, and jobs.

Q20. There are two potential implications for transportation improvements:

1) What are the direct economic impacts of building the improvements, namely the jobs and other impacts of making the improvements?

2) What do the improvements do to support general economic activity beyond the area of the Stadium and for future development and opportunities?

Does the City want proposers to discuss both implications?

A20. Yes.

Q21. On page 3 of the RFB, the last bullet includes the impact at 1, 5, 20, 30 and 55 years. Does the City want economic and fiscal impacts for each of those years?

A21. Yes.

Q22. On page 4 of the RFB, the last bullet includes economic findings from other municipalities where large public facilities such as arenas, convention centers, stadiums or sports facilities are planned or were recently built. Since there are hundreds of examples, what guidance can the City provide?

A22. The City is looking for general observations about similar projects where municipalities have combined convention centers with arenas or stadiums, or where the financing of the project does not include public financing.

Q23. How are the categories for the analysis of the proposals weighted?

A23. We can't state the points for each category. However, it is important to show that your firm has experience with this type of project. Firms also need to be clear about what their deliverables are and how they are going to approach this project.

Follow-up Question

February 22, 2012

Q23. Can proposers we use subcontractors for this project, or is all work expected to be done by the primary firm?

A23. Firms may use subcontractors for this project. If you choose to do so, please include that information in your proposal. The City has final approval of any subcontractors.

Follow-up Questions

February 29, 2012

Q24. In reviewing the documents file provided for the RFB, we note that the MR+E document is a press release announcing the results of its July 2011 study, but not the actual study itself. Similarly, the July 14, 2011 PKF document summarizes conclusions from a report prepared for AEG. Does your office have, or can it get copies of, these two reports?

A24. Yes. The reports will be forwarded to all of the proposers and will be posted on the OEA website.

Q25. Please confirm that the City (not AEG) commissioned the CS&L report.

A25. The City commissioned the CS&L report.