

Request for Proposal
Discover Torrance Visitor's Bureau
Route Analysis and Feasibility Study for Shuttle Service

Introduction:

Discover Torrance (DT) is a 501c6 non-profit organization, otherwise known as the Torrance Tourism Business Improvement District (TTBID). On January 12, 2010, the Torrance City Council voted unanimously in favor of the TTBID. It allows the 14 lodging business owners (hotels within Torrance with more than 50 rooms) to organize efforts to increase tourism. Tourism related business owners within the district fund the TTBID through a self-assessment fee of one-percent (1%) and those fund are used to provide services that the businesses desire – and that benefit the lodging businesses within the TTBID.

The goal of the TTBID is to bring increased tourism business to Torrance, specifically to the 14 designated hotels (see attachment A) that form the Board of Directors. Through enhanced tourism, demand for and consumption of goods and services from other businesses – such as Del Amo Fashion Center, gas stations, and restaurants - will grow, ultimately producing increased revenue for the City through the Transient Occupancy and Sales Taxes.

To further enhance the amenities offered to visitors of Torrance, we are considering the creation of a shuttle bus service to move our guests to and from several points of interest around Torrance and Redondo Beach. There should be a minimum two routes running simultaneously in order to accommodate guests from all 14 lodging owners.

Contact Information:

Attn: Cherie Davis
Discover Torrance Visitors Bureau
Board of Directors
21381 S. Western Avenue
Torrance, CA 90501
Phone: (310) 212-5111
Email: cdavis@miyakohybridhotel.com

Objective: Select a consulting company with project management experience to further develop Torrance as a destination of choice. Consultant will be required to conduct a route analysis and feasibility study that looks at a viable transportation program that expands the consumption of “goods & services” through enhanced tourism. This type of exposure will link Hotel guests with local business’s which ultimately produce revenue for the City through the Transient Occupancy Tax and Sales Tax.

Consultant will facilitate the various phases of this project and create an allegiance between local business’s, Hotel’s and the city. The goal is to align with a shuttle service provider that has the capacity to enter into a Pilot Program for 12 months. During this time they will provide transportation for potentially two routes and log passenger data. This data will be recorded and reviewed daily by Consultant to assist with a complete evaluation of the true demand and needs for this type of service by time of day, by day of week and season.

The assessment process will be facilitated by Consultant to include service oversight, transportation liaison between all parties to insure proper coverage, conduct a feasibility study based on real time data, and develop a three prong approach to transportation coverage that emerges as a self- sustaining program. The intention would be to develop a program that financially supports itself within 3 to 5 years. Consultant will also identify stakeholders for advertising opportunities and partner alliances. Consultant will review Grant Fund's that may be available to support reduction of carbon footprint and unifying transportation.

Criteria for Respondents regarding the Project Management and oversight of the Proposals to Discover Torrance Transportation Project shall follow the format outlined below.

- A brief overview of the respondent company, providing background information and name, address, telephone and email of the contact person.
- Company background, experience, expertise in providing project management services with clear understanding of Operational needs of the various Hotels and Torrance Community and how that interacts with the transportation services.
- Include a minimum of three references of a similar nature with contact information that can be verified by phone or email. At least one reference from Southern California.
- Service overview describing the approach to delivering service excellence and all internal methodologies for service quality assurance. Include staffing plan that provides details of the company's organization structure in relation to the service that would be provided.
- Discuss the consultants understanding and past implementation of quality service programs related to service execution.
- Consultant's exposure and knowledge of various safety programs to insure transportation providers will be compliant to minimize liability.
- Financial Proposal: must provide examples of financial acumen to support and financial plan for expense budgeting purposes.
- Prior experience in contract negotiations.
- Prior experience in obtaining grants.

Standard RFP Guidelines, Terms and Conditions:

The information provided in this request for proposals document is to be utilized to develop a proposal and pricing for the requested services. These instructions are not an agreement to contract for services. All proposals will be evaluated and considered, but Discover Torrance reserves the right to reject any and all proposals and to re-solicit proposal submittals.

The contract winner shall be an independent contractor and keep all employees under its discretion as well as that of its management and supervisors.

Contractor shall treat all information and data, regardless of the form that is received from Discover Torrance, as confidential.

All requirements set forth within this request for proposals shall be considered part of the expected services and will be required as part of the Associated Services Agreement. By submitting a proposal the respondent is acknowledging that they have reviewed all information necessary to accurately bid and can fulfill all such services. The successful vendor is expected to provide Consulting and Project Management Services for the route analysis and feasibility study of the proposed transportation program for Discover Torrance.

All proposals are due on February 7th, 2014 by 5:00 p.m. PST to Cherie Davis- See the contact information above.

All questions regarding the bid should be submitted in writing to: cdavis@miyakohybridhotel.com.

All bids will be reviewed by the Executive Board Members of Discover Torrance no later than February 13th, 2014.

All questions regarding your proposals will be submitted to you in writing.

The RFP's will be vetted by a Discover Torrance Transportation committee and narrowed down to two or more companies. The chosen companies will be notified in writing no later than February 28th, 2014. These firms will be present their proposals On March 6, 2014, to the full Discover Torrance Board and transportation committee.

Incomplete proposals will not be accepted.

Discover Torrance Consulting & Project Management Services
For Route Analysis & Feasibility Study
Shuttle Service
Intent to Bid Form

Company Name: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

I am authorized by my company to bid on the Consulting Services for Discover Torrance Shuttle Service

Contact Signature: _____

Contact Title: _____

Date: _____

Attachment A

List of Hotels:

Best Western Avita Suites Hotel
Courtyard Los Angeles Torrance South Bay Hotel
Days Inn Torrance Redondo Beach Hotel
Doubletree by Hilton Torrance / South Bay Hotel
Extended Stay America Los Angeles Torrance Hotel
Courtyard Los Angeles Torrance / Palos Verdes Hotel
Homestead Studio Suites - Los Angeles - Torrance Hotel
Miyako Hybrid Hotel Torrance
Staybridge Suites Torrance Redondo Beach Hotel
Torrance Marriott South Bay Hotel
Ramada Inn Torrance Hotel
Torrance Plaza Hotel
Torrance Travelodge Hotel
Residence Inn Los Angeles Torrance/Redondo Beach Hotel