

CITYWIDE BUSINESS IMPROVEMENT DISTRICT PROGRAM

OFFICE OF THE CITY CLERK / ADMINISTRATIVE SERVICES

DIVISION

BUSINESS IMPROVEMENT DISTRICT CONSULTANT RATING AND REVIEW PROFILE

Note: This rating profile is intended to provide you with ideas. It can and usually should be modified

depending on the goals of your community. It may be included as part of an overall rating procedure

after requests for proposals have been received and ranked, and utilized when evaluating the

presentations made by the "finalists" in the consultant selection process.

Consider this a tool and

adjust accordingly.

RATING FACTOR

WEIGHT

SECTION I. EXPERIENCE

40

- A. General Experience: Redevelopment, revitalization, business attraction, retention and development, economics, marketing research techniques (20 points)
1. Number of years background experience.
 2. Experience in urban renewal, economic analysis, trends forecasting, or strategic planning.
 3. Types of research sources you have access to: government studies, private funded analysis, i.e. RAND Corporation, demographics firms, personal research projects.
 4. Describe alternative revitalization concepts other than BIDs; short vs. long term.
 5. Describe your experience obtaining and leveraging matching funds or fund sourcing to support development programs (i.e., state or federal funds, private contributions, grants and loans, etc.).
 6. Experience conducting public relations and marketing campaigns, focus groups and interviews. Describe your abilities to use the media, including your media contacts.

SUBSECTION SCORE: _____

B. BID Experience [ascending priority order]: US / California / Southern California (20 points)

1. Number of BIDs you have been retained to assist with (rater note: due to variables specific to California, preference may be given to BID experience in California communities during the past five years).
2. Number of successfully established BIDs in Southern California that you were involved with; what was your role, primary or secondary consultant; what are some factors you attribute to these successes?
3. Number of unsuccessful attempts in Southern California at BID formation; why do you think these attempts failed?
4. Give example of smallest and largest districts (in terms of geographic size, number of members and dollar value of annual assessment revenue) you were retained to assist forming.
5. What, if any, differences are you aware of between a business improvement district in the Los Angeles area and a BID in Seattle or New York, in terms of formation? In terms of assessment structure? In terms of degree of public sector support?

SUBSECTION SCORE: _____

TOTAL SECTION
SCORE

Comments _____

RATING
FACTOR
WEIGHT

SECTION II. _____(proposed BID area) 30

A. Knowledge and Understanding of Area (demonstrated evidence of knowledge and familiarity or understanding through research) (15 points)

1. On what do you base your knowledge of this area: live here; read about it (not necessarily a negative); knows business or property owners in the area; familiarity with the local politics.
2. Cultural/Historical Issues: Please tell us about our community; what impresses you as our strengths? Weaknesses?
3. Economic/Business Issues: same.

SUBSECTION SCORE: _____

B. Tailoring Proposal Specifically to _____ area (15 points)

1. Explain how you would address the issues specific to this area. What would you leave alone?
What would you attempt to change?

SUBSECTION SCORE: _____

TOTAL SECTION SCORE _____

Comments _____

RATING
FACTOR

WEIGHT

SECTION III. BIDS AND THE LAWS

20

A. Knowledge of and experience with the California BID laws [merchant and property based], as well

- B. as other statutory assessment legislative provisions and regulations (10 points).
- C. Knowledge of and experience with the Ralph M. Brown Act regarding public meetings, public officials and hearings before the City Council (5 points).
- D. Knowledge of and experience with California Constitution Article XIIIID, also referred to as Proposition 218 (5 points).

SUBSECTION SCORE: _____

TOTAL SECTION SCORE _____

Comments _____

RATING FACTOR
 WEIGHT

SECTION IV. PROPOSED FEE SCHEDULE 20

- A. Analysis of consultant fees
- B. Subcontracted work as a percentage of total cost
- C. Ratio of direct costs (salaries) to indirect costs (expenses, travel, overhead)

SUBSECTION SCORE: _____

TOTAL SECTION SCORE _____

Comments _____

TOTAL CONSULTANT SCORE _____

SUGGESTIONS FOR ADDITIONAL EXPLORATORY QUESTIONS

1. Tell us about the most challenging group you have successfully achieved consensus with;
why was this particular group difficult? How was the consensus achieved?
2. What do you find to be the most common problems which arise as you work with the
members of a community or proponent group?
3. What do you consider to be the primary advantages and disadvantages to merchant
based ("BBID" or "MBID") districts? Property based ("PBID") districts?
4. How much of your work is subcontracted? How much of the work do you
perform
personally? How much do you expect the proponent group to do? What if there is
no
proponent group? Are you currently involved in other projects of this type?

(Note: Depending on the amount of work which has already been performed by
community
members, forming a BID can be a very labor intensive process requiring many
hours of
interviews and meetings. It is important that the consultant not be "spread too
thin" relative
to other projects, in order to devote the proper amount of time in your community
to building
consensus, developing the business plan and ensuring that a stable
management group will be
in place to administer the daily affairs of the BID after district establishment.)

PERSONALITY CHECK!

As a BID consultant will be expected to work smoothly with a diverse group of
persons, many
with differing or even directly opposing viewpoints, the consultant should be a
flexible and
knowledgeable professional. This factor is by nature somewhat subjective and
the subjectivity

factor is unavoidable. In other words, a consultant with excellent qualifications may be perfect for one business community but less than perfect for another. A consultant who is outgoing and very extroverted may work better in "Area A" than a consultant who is very talented but also very quiet.

This is an extremely important factor to consider: the personality "fit." A consultant who unintentionally alienates the leaders of your community will probably not work out well. Some communities tend to view consultants as "outsiders" who are not perceived as being familiar with the specifics of the community. Other communities may view the consultant as committed only to collecting fees. The dynamics of the specific area, including the personalities of that area's advocates, must be factored into the selection process. This makes developing a set of totally objective, weighted scores a difficult process. Greater emphasis is placed on using objective criteria when evaluating the initial responses to a Request For Proposal (RFP). Objective criteria need to be defined to arrive at a logical rating of each consultant, but the objectivity should be balanced with an additional subjective "personal fit" scale or rating, as applicable to the community. It helps for the proponent group to have a grasp, or a general idea, of the personalities and issues which will be involved in the formation of the BID.

Try to "know your audience" - the business and property owners who will actually pay the BID assessment. That is, you want to hire the consultant whom, in your opinion, provides the "best fit" for the constituents, business community, property owners and any others involved in the development of the proposed business improvement district.

For additional assistance or information, call (213) 978-1099

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