

**REQUEST FOR PROPOSALS (RFP C3003)**  
**Event Planning and Production Services**

**BACKGROUND**

The Metro Gold Line Foothill Extension Construction Authority (also known as the Foothill Gold Line Construction Authority) is an independent transportation planning and construction agency responsible for planning, designing and building the Metro Gold Line light rail line from Los Angeles to Montclair (now part of the Metro A Line). The Construction Authority has completed the first two project segments – from Los Angeles to Pasadena in 2003 and from Pasadena to Azusa in 2015. The Construction Authority is currently nearing completion on construction of the 9.1-mile Glendora to Pomona project segment, which will add new stations in the cities of Glendora, San Dimas, La Verne and Pomona. The project to design and build the final 3.2-mile, two-station project segment from Pomona to Montclair is expected to begin in 2025.

The Glendora to Pomona project is on schedule to be completed and turned over to LA Metro in early-January 2025, and the agency is looking to host four station dedication ceremonies (one in each city) on Saturdays in Spring 2025 for community members, elected officials, media and project stakeholders to celebrate each new station. Additionally, the agency is planning other events around the contract signing and groundbreaking for the Pomona to Montclair segment in Spring and Summer 2025 for community members, elected officials, media and project stakeholders.

The Construction Authority is seeking a well-qualified company to support the production, staffing and management of these public events. See below for the general scope of services (details are not final and are subject to change).

(1) Four Station Dedication Ceremonies

**Locations:** Each station dedication ceremony will take place at their respective stations:

**Glendora Station**

Located within rail corridor between Vermont Ave. and Glendora Ave. in Glendora  
([click here for Google Maps link](#))

**San Dimas Station**

Located within rail corridor between San Dimas Ave. and Walnut Ave. (north of Arrow Hwy.) in San Dimas  
([click here for Google Maps link](#))

**La Verne Station**

Located within rail corridor between E St. and White Ave. (north of Arrow Hwy.) in La Verne  
([click here for Google Maps link](#))

**Pomona Station**

Located within rail corridor between Fulton Rd. and Garey Ave. (north of Arrow Hwy.) in Pomona  
([click here for Google Maps link](#))

**Dates:** Four Saturdays in April, May and early June 2025

**Times:** While these events will be morning events on Saturdays, at this time the event times and dates have not yet been finalized. For the purposes of this communication, please assume that all of these events will be show ready at 9:00 a.m., with the formal ceremony/program taking place from 10:00 a.m. to Noon., followed by a community component (information booths and food booths) that may last until 2 p.m.

**Number of attendees per event:** TBD, likely 500+

## (2) Contract Signing and Groundbreaking Ceremonies

**Locations:** TBD, most likely in the City of Claremont

**Dates:** TBD, Spring/Summer 2025

**Times:** While these events will be a morning gathering, at this time the start time and dates have not yet been finalized. For the purposes of this communication, please assume that the contract signing will be hosted on a weekday morning, with the ceremony starting between 9:00 and 9:30 AM; and the ground breaking ceremony on a Saturday with the event needing to be show ready at 9:00 a.m., followed by the formal ceremony/program taking place from 10:00 a.m. to Noon, followed by a community component (information booths and food booths) that may last until 2 p.m.

**Number of attendees per event:** TBD, likely 500+

## **SCOPE OF SERVICES**

Event planning and production company will work with the Construction Authority to produce, staff and manage the aforementioned events.

The total cost of the services for the planning and production of each event by the selected firm is anticipated to range from \$50,000 to \$150,000 inclusive of any and all costs, without exception, associated with the event and contractor's performance (the "Total Cost"), including but not limited to equipment rentals, food vendor costs, security, staffing, fees, payments to third-parties and subcontractors, signage, and permits.

**The selected firm will be expected to take the lead in the following activities and others as may be directed by the Construction Authority:**

- Provide all permits, equipment, material, staffing, and food/beverage related to the events.
- Take part in the planning of the events, including but not limited to providing price estimates, attending in-person planning meetings, working with facility security and logistics staff, and providing ongoing communication via email and phone.
- Provide creative ideas to make events special/memorable.
- Provide adequate staff to set-up (pre-event), manage (during event) and tear down (post-event) events, including day-of event wayfinding staff.
- Coordinate use of and procure outside vendors for items related to the events, ensuring that all required permits, insurance and other necessary documentation are obtained for the event.
- Serve as point of contact with outside vendors before, during and after the events.

## PROPOSALS

Interested firms must submit by email attachment their Proposals to the Construction Authority Point of Contact listed below no later than Friday, August 30, 2024 at 11:00 a.m. Proposals must include:

**Part 1 – Experience:** Provide an overview of your company, key personnel, and the company’s experience performing event management and logistics services for events with similar total cost. Public agency experience is a plus and should be noted.

At a minimum, the Experience sections must include:

- Company legal name of firm and contact information (include website, phone numbers, office and mailing addresses)
- Company overview and experience (no more than four pages).
- Examples of successful event management (no more than 20 pages).
- A resume (no more than two pages) for each of the key team members. At a minimum, this must include the firm’s proposed dedicated project manager.
- A breakdown of the company staffing plan to support this contract (permanent or temporary employees at different levels that are brought in to support event management and logistics coordination, along with the key lead personnel assigned to the work, including the proposed dedicated project manager) (no more than 5 pages).

**Part 2 – References:** Provide at least three (3) client references pertaining to past work/experience producing events with similar total cost. At least one public agency reference is highly recommended.

**Part 3 – Availability of Project Manager:** Provide a letter of commitment that the proposed dedicated project manager will be available to support the Construction Authority through the final event date (TBD, Summer 2025); or that a suitable replacement – to be pre-approved by the Construction Authority – will be made available to support the needs of the contract. The replacement project manager must be approved in writing in advance.

**Part 4 - Pricing:** The Construction Authority intends to produce approximately six events as part of this contract. In order to select a company for this contract, the Construction Authority is requesting a cost breakdown of a sampling of items likely to be needed at the events.

Note: The below list is meant to be a sampling of items, and not a final list of requested equipment for the events. A final estimate and quote will need to be provided by the selected company and approved in advance of each event. However, by submitting a proposal with the quoted prices, the proposer is guaranteeing that it will provide such items or hourly charges at or below the cost quoted in the proposal. Pricing should be provided on a per-item basis for the estimated quantities indicated (one chair, one table, one podium, etc.). Please include brief descriptions of each item to avoid assumptions (i.e. 10 ft. x 10 ft. Tent):

- Hourly rate sheet for the variety of staff needed to support this contract (permanent or temporary employees at different levels that are brought in to support event management and

logistics coordination, along with the key lead personnel assigned to the work which must include the hourly rate for the proposed dedicated project manager).

- Costs for rentals and other expenses that may be used to produce an event, using the sample list below (Please include brief descriptions of each item to avoid assumptions):
  - Stage (8 ft. x 16 ft.) with black cover/skirt
  - Lucite Podium
  - Audio equipment (one microphone, four speakers, and a sound mixer)
  - Mult-box
  - American Flag
  - California Flag
  - 150 Padded Chairs
  - 10 ft. x 10 ft. Tent (no walls)
  - 20 ft. x 20 ft. Tent (no walls)
  - 6 Large Umbrellas and Stands
  - 10 Six-foot Rectangular Tables
  - 10 Eight-foot Rectangular Tables
  - 10 Tablecloths (floor length for six-foot table)
  - 2 Bike Barricades (for framing event site)
  - Hourly billing rate - proposed dedicated Project Manager
  - Hourly billing rate - event wayfinding staff members
  - Hourly billing rate - set-up/clean-up staff members
  - Hourly billing rate – food service staff members
  - Hourly billing rate – sound technician
  - If applicable, percentage discount for public agencies
  - If applicable, event management fee

**Point of Contact:**

Albert Ho, Director of Media Relations  
Foothill Gold Line Construction Authority  
406 E. Huntington Drive, Suite 202  
Monrovia, CA 91016  
[aho@foothillgoldline.org](mailto:aho@foothillgoldline.org)  
(213) 915-6882

**EVALUATION**

Once Proposals have been submitted, the Construction Authority may schedule interviews or request additional information, before selecting a company for these services. The Construction Authority will be using a “best value” evaluation to determine the most qualified firm. In determining the value offered by each Proposal, the hourly billing rates and per item costs (Part 4) on one hand, and qualifications (Parts 1-3) on the other are approximately equal in importance.

If you have questions about this Request for Proposals, you may submit them to the point of contact in writing by Wednesday, August 21, 2024 at 5:00 p.m.