

May 23, 2024

**REQUEST FOR QUALIFICATIONS/PROPOSALS  
FOR  
PUBLIC OUTREACH/URBAN PLANNING SERVICES  
FOR  
THE DESERT HOT SPRINGS ACTIVE TRANSPORTATION SAFETY AND  
CONNECTIVITY PLAN**

The City of Desert Hot Springs is soliciting proposals from qualified firms to perform Professional Public Outreach and Urban Planning Services to provide public outreach leading to the completion of the Desert Hot Springs Active Transportation Safety and Connectivity Plan. Specific project tasks are outlined in the Scope of Work.

**Project Limits:**

Desert Hot Springs' City Limits

**Project Description:**

The Desert Hot Springs Active Transportation Safety and Connectivity Plan (ATS&C Plan) seeks to address connectivity challenges within its disadvantaged community to schools, parks, transit centers and stops, and retail and commercial centers while improving comfort and safety for active transportation users. This plan will integrate an outdated and insufficient Bicycle Master Plan (2016) and a Safe Routes to Schools Plan (2008), providing for important connections to schools, parks, transit, and employment centers. The ATS&C Plan will address local safety issues, such as safe routes to schools for all public schools, traffic safety/safe streets strategies for the City's residents, businesses, and school-aged students, as well as provide enhanced regional connectivity into nearby communities of Palm Springs, Cathedral City, and the Greater Coachella Valley, all of which may serve as future project partners for connectivity while improving the active transportation network and safer street conditions within local neighborhoods.

The ATS&C Plan will establish priority needs and feasible project options to implement active transportation mode-shift in an otherwise vehicle-dominant community, allowing for the City to implement complete streets, first-last mile connections to neighborhood amenities, housing projects, transit, employment centers, schools, parks, and more. Full implementation of the ATS&C Plan will result in 1) safer street designs, 2) accesses to greater alternative mobility choices, 3) establishments of a more sustainable, resilient, and equitable community, 4) improvements to mobility and connectivity, 5) reductions in greenhouse gas emissions, and 6) improvements to air quality and public health and safety.

## **Project Goal and Benefit:**

- Develop a comprehensive plan informed by comprehensive community and stakeholder outreach.
- Encourage and promote a mix of transit-supportive land uses and amenities that serve the local and under-served communities.
- Decrease vehicle miles traveled by increasing the proportion of trips accomplished by biking and walking.
- Improve the safety and mobility of pedestrians and bicyclists of all ages and abilities.
- Develop well-defined multimodal to improve active transportation safety and connectivity as well as to encourage non-motorized commuting.
- Promote equitable outcomes that serve and benefit local, historically under-served communities and businesses.
- Create affordable housing opportunities and policies that increases transit-supported residential development and encourage active living aimed at encouraging walking and bicycling environments within the City; and
- Integrate sustainable design standards, multimodal mobility and climate resiliency strategies.
- Improve public health and safety outcomes, especially for residents living in areas identified as a disadvantaged or under-served community.
- Integrate sustainable design standards that foster climate resiliency.
- Ensure that disadvantaged and under-served communities fully share in the benefits of the program.

## **Scope of Work:**

Consultants will be used to assist the City with the following Project elements:

- Development of a Project Management Plan;
- Project Team Meetings;
- Conducting an Analysis of Existing Conditions;
- Conducting a Market Study;
- Conducting a Mobility and First/Last Mile Needs Study;
- Conducting an Infrastructure Study;
- Conducting an Equity Study;
- Conducting an Urban Design Study;
- Developing a Stakeholder Engagement Plan;
- Conducting Community Outreach Meetings and Workshops;
- Creating a Project Website, performing Social Media outreach, hosting Interactive Town Halls, and distributing Surveys;
- Preparing a Draft Active Transportation Safety and Connectivity Plan;
- Releasing a Draft Active Transportation Safety and Connectivity Plan; and
- Finalizing the Active Transportation Safety and Connectivity Plan.

Project partners will include Sunline Transit, Riverside County, and Palm Springs Unified School District who can provide valuable data and outreach support during project development and implementation related to transit, school safety, and community development.

## **Services Requested:**

In general, the consulting services will include two key elements; Public Outreach, and the Preparation of the Desert Hot Springs Active Transportation Safety and Connectivity Plan (ATS&C Plan. These elements must include but are not limited to the completion of the following tasks and deliverables:

## **Task 1. Project Management Plan and Team Meetings**

### **Task 1.1: Project Management Plan (City/Consultant)**

- Following the execution of the PSA, the consultant shall prepare a Project Management Plan (PMP) for the Project that will include details on the expected work task milestones, team coordination, lead communications, and quality assurance/quality control procedures between the consultant and City staff. The PMP will include the Project schedule and all deadlines for deliverables with responsibilities and submission procedures clearly outlined. In addition, the consultant will work with the City to develop a regular Project meeting schedule to facilitate collaboration and coordination between City staff and the consultant team.

### **Task 1.2: Project Team Meetings (City Consultant)**

- This task will include seventeen (17) regularly scheduled Project meetings between City staff and the consultant team, as established in the PMP. Meeting agenda and notes will be documented and made available to Caltrans, City staff, and consultant team.

## **Task 2. Existing Conditions Analysis**

### **Task 2.1: Analysis of Existing Conditions (Consultant)**

- The consultant will evaluate the existing conditions of the Project area and synthesize into a comprehensive land use, transportation/transit services and non-motorized network deficiencies report. This report will serve as a baseline for recommending land use changes and mobility and infrastructure improvements. As part of the existing conditions analysis, the consultant will inventory and map existing land uses, identify physical constraints to development, document existing transit ridership, identify existing non-motorized transportation networks, and identify non-conforming uses and zoning code violations. In addition, the Consultant will review and succinctly summarize applicable policy documents and zoning regulations and other related studies of local, regional, and statewide significance. City staff will work with the consultant to ensure access to all relevant materials and background studies, as well as help coordinate site visits within the Project Area.

## **Task 3. Research & Analysis**

### **Task 3.1: State, Regional, and Local Agency Plan/Policy Review (Consultant)**

- The consultant will be responsible for reviewing relevant state, regional, and local agency planning and policy documents, including but not limited to, the California's Streets and Highways Code; Caltrans Strategic Plan, California Transportation Plan 2050; California State Bicycle and Pedestrian Plan (and related modal connectivity plans); SCAG's Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS); Coachella Valley Association of Governments' Active Transportation Plan; and other documents pertaining to Complete Streets, Smart Mobility, and Sustainable Communities planning efforts.

In addition, this task will review existing city plans and documents that will be integrated into the proposed Desert Hot Springs Active Transportation Safety and Connectivity Plan, including Desert Hot Springs Active Transportation Plan (2016), Desert Hot Springs Safe Routes to Schools (2008). The proposed ATS&C Plan will also include information from the City's General Plan Elements; including mobility, safety, connectivity, and housing development and will be consistent with and support existing state, regional, and local plans, policies, and programs.

**Task 3.2: City-wide Origins, Destinations, and Connectivity Analysis and Mapping (Consultant)**

- The consultant will identify key origins and destinations throughout the city, including important points of connection (schools, parks, transit, employment, commercial/retail, civic centers), and prepare a map of land use settlement patterns, such as regional and local locations of residential neighborhoods, schools, hospitals, elder care facilities, major employers, shopping centers, to name a few.

**Task 3.3: Conduct Mobility and First/Last Mile Needs Study (Consultant)**

- The consultant will conduct a multi-modal mobility needs study detailing the mobility and connectivity strategies for the Plan. The focus of this study is to develop a specific list of implementation-ready mobility improvements necessary to support the proposed land uses, regional/local transit investments and first and last mile infrastructure needs in the City. The goal of these improvements is to enhance active transportation and transit connectivity, safety and ease of navigation for non-motorized transportation modes, especially transit riders in need of reliable and affordable first-mile/last-mile connections from key locations within the City to the employment centers of the greater Coachella Valley. This Plan will work toward promoting active modes of transportation and providing opportunities for physical activity and improved public health in the community.

At a minimum, the study will analyze the following transportation elements: roadway network, bicyclists and pedestrian circulation, bicycle circulation, transit circulation, parking management, open spaces, and transportation demand management opportunities. In addition, an overview of existing transportation performance and safety data will be summarized in the Plan. Consultant will provide and analyze data that includes pedestrian- involved and bicyclist-involved crashes, existing speed survey data, and existing traffic volume data.

**Task 3.4: Intermodal Connections Inventory and Mapping (Consultant)**

- The consultant will prepare a map and description of existing transit stops, transfer points, and stations for intermodal regional connectivity to activity centers within the greater Coachella Valley.

**Task 3.5: Collision Safety Analysis and Mapping (Consultant)**

- The consultant will obtain and map the location of bicycle and pedestrian collision reports from the Statewide Integrated Traffic Records System (SWITRS) and local police

collision data. Also, refer and review of the City's 2008 Safe Routes to Schools Plan to identify past and existing bicycle and pedestrian safety and education programs.

**Task 3.6: Needs Analysis (Consultant)**

- The consultant will compile information and data from the tasks above and further evaluate the City's active transportation needs, identifying key infrastructure needs, traffic safety improvements, and active transportation facilities that will be analyzed and addressed in the proposed Plan.

**Task 4. Stakeholder and Community Outreach**

**Task 4.1: Develop Stakeholder Engagement Plan (City/Consultant)**

- The consultant, working closely with City staff, will develop a stakeholder engagement plan for the Project. The purpose of the Plan is two-fold: 1) develop an inclusive and organized approach to outreach that is equity-based, with an emphasis on disadvantaged and under-served communities in the City; and 2) facilitate the creation of an Active Transportation Safety and Connectivity Plan that is reflective of expected outcomes derived from community and stakeholder inputs. At a minimum, the Plan will include: goals for the public input and review process for the Plan, contact list of community-based organizations, businesses, and local public and private schools, summary of engagement methods, and evaluation of events and locations to conduct the community outreach. The stakeholders will be comprised of residents, merchants, chamber of commerce representatives, nonprofits, faith-based groups, Palm Springs Unified School District staff, City and county departments, and law enforcement officers.

**Task 4.2: Conduct Community Outreach Meetings and Workshops (City/Consultant)**

- The purpose of this task is to implement the outreach strategy developed above. The consultant with support from City staff, will notify community groups, schools, religious institutions, property owners, residents, adjacent jurisdictions, and other stakeholders about the proposed Plan by email and postcards, developing a project website, and online engagement through social media channels. All printed/online materials will follow a consistent and thoughtful branding approach and will be available in English and Spanish. The consultant will work with community-based organizations and local public and private schools to encourage broad participation, as well as work with other City Departments, such as Library, Public Works, Community Development, and Parks and Recreation Departments, that interact regularly within the local communities.

The consultant will conduct at least one public meeting and three public workshops to explain the project, identify community opportunities and challenges, discuss preliminary findings of the studies and analysis prepared for the project, develop a vision for the Project Area, and discuss strategies to realize this vision as a community. The meetings/workshops will be conducted in both English and Spanish. The engagement method for the three workshops should be varied and emphasize going out

into the community to gather feedback at locations, times of day, and venues that are convenient to them. Should COVID19 restrictions return during the outreach period, the City will initiate health protocols and increase efforts to partner with County health officials to continue meetings with significant online presence.

**Task 4.3: Project Website, Social Media Interactive Town Hall, Outreach Surveys (City/Consultant)**

- The consultant will create a project information page on the City's website describing project status, updates and upcoming events and meetings throughout the duration of the project. This task will also create several social media sites, an interactive town hall event and a series of outreach surveys to better understand the needs of the community.

**Task 4.5: Project Team Meetings (City/Consultant)**

- Regularly scheduled Project meetings between City staff and the consultant team, as established in the PMP. Meeting agenda and notes will be documented and made available to Caltrans, City staff, and the consultant team.

**Task 5. Prepare Draft and Final Planning Documents**

**Task 5.1: Prepare Draft Active Transportation Safety and Connectivity Plan (Consultant)**

Incorporating the results of Tasks 2 and 3, the consultant will develop the Draft Active Transportation Safety and Connectivity Plan. The Plan will include the following:

- Land Use Policy Updates
- Development Standards Updates
- Design Guidelines and Concept Plans
- Mobility/First Last Miles Strategy and List of Improvements
- Economic Development Strategies
- Equity Outcomes
- Public Safety and Safe-Routes to Schools Program
- Complete and Safe Streets Strategy and Improvements
- Public and Community Outreach Results and Overview
- Capital Improvement Plan
- Implementation Plan

City staff will assist in the development of the zoning and other policy maps, as well as conduct a comprehensive review of the draft and provide comments to the consultant.

**Task 5.2: Release Draft Active Transportation Safety and Connectivity Plan (Consultant)**

- City staff will work with the consultant to release the Draft Active Transportation Safety and Connectivity Plan to the public and provide them with the opportunity to comment. The consultant will hold public meetings to present the Draft Plan and to solicit

feedback. In addition to in-person feedback at the community meetings, feedback will be welcomed via the Project website.

**Task 5.3: Finalize Active Transportation Safety and Connectivity Plan (Consultant)**

- The consultant will prepare the Final Active Transportation Safety and Connectivity Plan based on feedback and comments from the public.

**Task 6. Planning Commission and City Council Meeting/Review/Approval**

**Task 6.1: Planning Commission Public Meeting (Consultant/City)**

- Consultant will conduct one Planning Commission Meeting to provide public comments and present the DRAFT Active Transportation Safety and Connectivity Plan. This public meetings will include an agenda, staff presentation, and invite the public to comment on the Plan. Upon completion of the public meetings, Consultant and City Staff will post-public meeting minutes and comments on the City's website for public review.

**Task 6.2: Council Review and Approval (City)**

- Consultant will conduct one City Council Meeting to provide public comments and present the DRAFT Active Transportation Safety and Connectivity Plan for Adoption. This public meetings will include an agenda, staff presentation, and invite the public to comment on the Plan. Upon completion of the public meetings, all comments and input will be included into the Plan and the plan will be adopted.

**Task 6.3: Delivery of Final Plan to Caltrans and Closeout Audit (City)**

- Upon approval, City will provide Caltrans with Final Active Transportation Safety and Connectivity Plan.

**PROPOSAL FORMAT AND CONTENT**

**Submittal**

Three (3) copies of the proposal must be received by the City Clerk on/or before Thursday June 20<sup>th</sup>, 2024, 2:00 p.m. Proposals received after the stated deadline shall not be accepted. Proposal packages are to be submitted to the following address;

PROPOSALS: Desert Hot Springs Active Transportation Safety and Connectivity Plan  
City Clerk  
City of Desert Hot Springs  
11999 Palm Drive

Proposals should be prepared with the intent of providing specific information relevant to the type of skill sets and experience necessary to complete the requested services. Recent experience for these types of public outreach/master plan design that are requested will be given greater weight than experience with typical public outreach. Proposals should be submitted on 8-1/2 x 11 (letter) size paper.

#### Letter of Transmittal

The Letter of Transmittal should identify the following information:

1. Name, title, address and telephone number of the contact person during the period of proposal evaluation;
2. Project Manager and key task leads, including resumes;
3. All associated sub-consultants, including office location and description of services by firm; and
4. Statement to the effect that the proposal shall remain valid for a period of not less than 90 days from the date of submittal. The Letter of Transmittal should be signed by a company officer empowered to commit the firm and should be addressed to City of Desert Hot Springs, 11999 Palm Drive; Desert Hot Springs, CA 92240, Attention: Daniel Lopez, Engineering Technician.
5. Bid Proposal

The Consulting Services Agreement will not be awarded based upon low fees. Consultants are asked to submit the technical qualifications as requested in this RFP. A bid proposal is to be included in this RFP process and should be provided in a separately seal envelope labeled "BID PROPOSAL" in addition to a cover letter. The bid proposal should be in the BID PROPOSAL FORM format as provided in this RFP. The Consultant shall also identify in the technical proposal and include in the bid proposal additional tasks not identified in this RFP that are necessary or recommended for the completion of the Project. The Consultant shall submit a project schedule/timeline for the completion of all tasks. Upon completion of the initial evaluation and interviews, if conducted, negotiations will commence with the highest ranked firm based upon the technical proposals.

A copy of the SAMPLE Professional Services Agreement is attached for your review. The selected consultant will be expected to sign the agreement as presented. If you have questions regarding the agreement, please let us know in writing and we will respond.

#### Selection Process

Upon selection of the best qualified firm, negotiations will commence to finalize scope of work, personnel, timelines, performance measures, project schedule, and compensation based upon the detailed bid and technical proposals. Should the City be unable to negotiate a satisfactory contract with the firm considered to be the most qualified, negotiations with that firm shall be formally terminated. Negotiations will then be undertaken with the next most qualified firm(s) in order of their evaluation ranking until an agreement is reached.



If you have any questions regarding this Request For Proposal or would like to meet and discuss the Scope of Work prior to submitting a proposal, please contact, **Daniel Lopez, Engineering Technician, at [dlopez@cityofdhs.org](mailto:dlopez@cityofdhs.org)**, or via phone at (760) 329-6411 ext. 221.

Attachments:

1. Map of Project Area
2. Graphics of Project Area
3. Supplemental Documentation
4. Sample Professional Services Agreement