



**REQUEST FOR PROPOSALS (RFP)
CITY OF SAN RAFAEL
NORTHGATE SPECIFIC PLAN**

Date of Issue: February 13, 2026
Pre-Bid Informational Meeting: February 23, 2026 9:30 AM
Proposals Due: March 9, 2026

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1. INTRODUCTION

A. Background

The North San Rafael community is a large and diverse region of the city. In 2018, it had a population of 30,200 residents. Of this total, 18,000 lived within the San Rafael City limits and 12,200 lived in the unincorporated San Rafael Planning Area. The unincorporated population includes roughly 7,000 residents in Marinwood-Lucas Valley, 4,800 residents in Santa Venetia, and 400 residents in Los Ranchitos. North San Rafael represents 40 percent of the San Rafael Planning Area's population and nearly half of its land area. It is the largest of the five sub-areas identified in the Neighborhoods Element of the City's 2040 General Plan.

The Northgate Priority Development Area (PDA) is approximately 100 acres in size, and includes only the PDA-eligible areas surrounding Northgate Mall, Northgate III, and the Four Points by Sheraton, and extending to the intersection of Las Gallinas Avenue and Manuel T. Freitas Parkway. Northgate Mall itself has recently been re-entitled as a mixed-use project, with a combination of retail and restaurants and 1,422 new dwelling units. This new planned development known as [Northgate Town Square](#), has completed its planning phase, providing a strong focal point around which the City can now proceed with drafting the Specific Plan.

The Specific Plan will build on the prior efforts while responding to new realities, including changes in retail dynamics, housing demand, and transportation patterns. It will establish a framework for sustainable growth, ensuring that development aligns with the community's vision.

The City's 2040 General Plan ([General Plan Documents - San Rafael](#)) has identified the North San Rafael neighborhood within its Neighborhood Element as a suitable area for long-range planning. Below are specific programs and policies outlined in the General Plan for North San Rafael PDA.

General Plan 2040 Program NH-4.2A: *North San Rafael Town Center Plan. Pursue funding to prepare a more detailed plan for the North San Rafael Town Center area (such as a precise plan or a specific plan), including Northgate Mall and commercial properties in the vicinity. The plan shall include a community-driven process that fully engages property owners, business owners, community residents, and government agencies. It should update the 1997 vision and identify strategies to strengthen the Town Center as a community gathering place, while recognizing market conditions, retail and office trends, housing needs, transportation and infrastructure capacity, and the potential for off-site impacts.*

General Plan 2040 Policy NH-4.4: ***Transportation Safety and Accessibility*** *Improve access and bicycle/pedestrian connections between Northgate One, the Mall at Northgate, Northgate Three, the Civic Center SMART station, the Civic Center, and surrounding neighborhoods.*

General Plan 2040 Program NH-4.4A: Promenade and Other Improvements. Use the development review and capital improvement program process to complete the North San Rafael Promenade through the Town Center. Considerations include: a) Routing of the Promenade to include safer crossings from the Civic Center and along Freitas Parkway. Consistent with the 2013 Station Area Plan and more recent community input, this also includes long-term improvements along Merrydale (on the east side of Mt. Olivet Cemetery) and through the Northgate III site in the event that site is redeveloped. b) Implementing Bicycle and Pedestrian Master Plan (2018) improvements through the Town Center area, including increased availability of bicycle racks c) Increasing public transit to and from the Town Center and making it safer and easier to access bus stops. This includes possible shuttle service to Civic Center station. d) Implementing traffic calming on parking lot access roads, and redesigning traffic flow to minimize conflict between vehicles, bicycles, and pedestrians e) Designing any new parking structures to provide safe pedestrian access and reduced traffic conflicts.

General Plan 2040 Program NH-4.4B: Improved Entrance to the Mall. Support redesign of intersections along Las Gallinas, Northgate Drive, Del Presidio, and Merrydale to improve traffic flow and improve safety for pedestrians and bicyclists. Support realignment of driveways along Las Gallinas to form safer intersections and pedestrian crossings.

The Mobility Element also references the Northgate PDA in the following goals and programs:

Mobility Element Policy M-2.7: Proposed Mobility Improvements Use Table 10-1 (Proposed Mobility Improvements) as the basis for transportation network improvements over the next 20 years. These improvements are intended to balance the City's goals of managing congestion, reducing vehicle miles traveled, and enhancing mobility and safety. Specific improvements will be implemented as conditions require and will be refined during the design phase.

Table 10-1: Major Planned Mobility Improvements, 2020-2040

1.A General Plan Mobility Element US 101/Freitas Parkway Interchange West. Reconfigure the US 101 off-ramp/Freitas Parkway (Del Presidio) and Northgate Rd/Freitas Parkway intersection to address safety, circulation, and capacity issues. Improvements would be coordinated with ongoing development plans and anticipated Northgate PDA Specific Plan/Precise Plan process where appropriate.

1.B US 101/Freitas Parkway Interchange East. Reconfigure the US-101 NB off-ramp/Civic Center Drive intersection to address safety, circulation, and capacity issues. Improvements would be coordinated with ongoing development plans and Northgate PDA, and future planning process where appropriate.

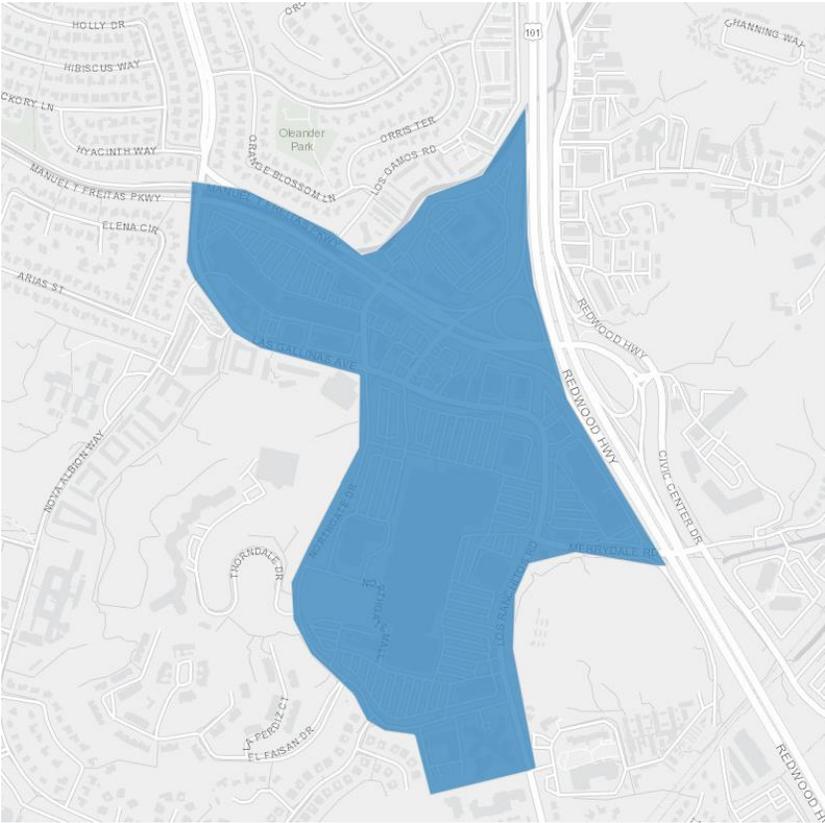
4.B Northgate Area Intersection and Complete Streets Improvements. Includes Las Gallinas/Northgate and Las Gallinas/Del Presidio intersections. Also includes

improvements to Las Gallinas Avenue and Los Ranchitos Road, Northgate Drive, and Del Presidio Blvd, and continued development of North San Rafael Promenade. Additional improvements to be identified through anticipated future PDA planning process.

Finally, Community Design and Preservation Element references the Northgate PDA as referenced below:

General Plan 2040 Policy CDP-2.4: Corridors Improve the function and appearance of San Rafael’s major transportation corridors and enhance their role in shaping the city’s character.

Program CDP-2.4C: Highway 101 Crossings. Promote public art, restoration of Irwin Creek, better lighting, and other improvements beneath the Downtown Highway 101 viaduct to better connect the east and west sides of the freeway and make the area more hospitable to pedestrians and cyclists. Consider similar improvements in North San Rafael as part of the future PDA planning process, including the Merrydale Promenade connector near the Civic Center Station.



Northgate Plan Area

B. Transit-Oriented Communities (TOC) Policy

The Specific Plan shall be consistent with the Metropolitan Transportation Commission's (MTC) policy on Transit-Oriented Communities. The objective of [MTC Resolution No. 4530](#) is to support a region's transit investment by creating communities around transit stations and along transit corridors that support transit ridership for Bay Area residents of all abilities, income levels, and racial and ethnic backgrounds. The TOC policy is derived from the MTC and Association of Bay Area Governments (ABAG) jointly adopted Plan Bay Area 2050 and supports all four elements of the plan including transportation, housing, the economy, and the environment. The TOC policy requirements consist of the following four elements:

1. Minimum required and allowed residential and/or commercial office densities for new development;
2. Policies focused on housing production, preservation, and protection, commercial anti-displacement and stabilization policies;
3. Parking management; and
4. Transit station access and circulation.

Aligned with MTC's Transit-Oriented Communities policy, the North San Rafael/Northgate Specific Plan will promote higher-density housing near transit, protect existing housing, manage parking, and improve station access. Building on past planning efforts it will guide sustainable growth while preserving the area's unique character and enhancing connectivity.

C. Budget

The City of San Rafael was awarded a \$797,000 One Bay Area Grant (OBAG) by the MTC to complete a Specific Plan for the Northgate Priority Development Area.

The OBAG grant will be disbursed to the City in installments, as specific deliverables are completed. Thus, the awarded Consultant's payment schedule and list of deliverables will need to be aligned with the City's OBAG grant payment schedule and list of deliverables. The Plan must be completed by June 30, 2028.

1. CONTRACT AWARD PROCESS

A. Anticipated RFP Schedule

Selection Timeline	Dates and Time
Announcement	February 13, 2026
Pre-Submittal Meeting (Optional)	February 23, 2026, 9:30am-10:30am
Deadline for Questions	February 27, 2026 by 4:00pm
RFP Responses Due	March 16, 2026, by 4:00pm
Evaluation of RFPs	March 23, 2026
Consultant Team Interview(s) (if applicable)	Week of March 30, 2026
Contract Authorization by Council	June of 2026 * Anticipated

B. Pre-Submittal Meeting (Optional)

The optional pre-submittal meeting will be held on February 23, 2026, from 9:30am-10:30am. This meeting will be conducted entirely online. Please use the following link to register for the Zoom meeting:

Northgate Specific Plan RFP Zoom Meeting

<https://cityofsanrafael-org.zoom.us/j/83434660419>

Meeting ID: 834 3466 0419

One tap mobile

+16694449171,,83434660419# US

+12532158782,,83434660419# US (Tacoma)

Join instructions:

<https://cityofsanrafael->

[org.zoom.us/meetings/83434660419/invitations?signature=Nh-SWfySlFjkujCKU4N6MMLyw_GKL1iSyJAAJFlgT-s](https://cityofsanrafael-org.zoom.us/meetings/83434660419/invitations?signature=Nh-SWfySlFjkujCKU4N6MMLyw_GKL1iSyJAAJFlgT-s)

For those who cannot attend the meeting, questions can also be submitted in writing (see below).

C. RFP Addenda & Questions

All requests for clarification regarding this RFP must be submitted in writing. Please email any questions to Margaret Kavanaugh-Lynch, Planning Manager at ced.bids@cityofsanrafael.org by February 27, 2026. All addenda, questions, and answers will be posted on the RFP webpage by March 3, 2026.

2. SCOPE OF WORK

This Request for Proposals is intended to serve as a “Master RFP” for the preparation of a Specific Plan, CEQA analysis, and all associated technical studies. The City does not have an expectation or preference for the EIR (Environmental Impact Report) and Specific Plan to be completed by one or multiple firms. The City reserves the right to select the firm or firms that it feels are best qualified to complete the work. The City intends to serve as Project Manager and will monitor the performance of each consultant as required. The following is an overview of the anticipated scope of work. All respondents to this RFP must provide a detailed proposed scope of work consistent with the items detailed below.

A. Preparation of Specific Plan

Task 1: Start Up

This task involves activities related to initiation of the Specific Plan, including a kickoff meeting and development of a community engagement strategy.

1.1 Community Engagement Strategy: A Community Engagement Strategy tailored for the Specific Plan will be developed. The Strategy will cover engagement activities as they relate to key junctures during the course of the project. The focus of the strategy will be on providing meaningful opportunities for public input into the development of the Plan and on actively engaging a range of stakeholders—including residents, business owners, property owners, local organized groups, community and faith-based organizations, schools, seniors, and youth throughout the process. Successful outreach and engagement meets people where they are and provides meaningful opportunities for input that influences outcomes. The Community Engagement Strategy will show how engagement will influence outcomes at each phase and include a range of tested and proven methods, including community meetings, workshops, and listening sessions; pop-up outreach at events around the area; interactive online surveys; a dedicated City of San Rafael website, social media engagement; and formal public meetings, as well as activities engaging traditionally under-represented communities. The Community Engagement Strategy will build off insights from prior community engagement in order to reduce the risk of community engagement fatigue.

1.2 Technical Advisory Committee: Consultant will convene a Technical Advisory Committee (TAC) to advise on technical aspects of the Specific Plan and provide valuable insight on topics such as mobility, housing, safety, and infrastructure. Members will include key staff from city departments, MTC Project Manager, and representatives from other affected agencies. A total of three TAC meetings shall be held at key junctures during the course of the project, and the TAC will review and provide feedback on key project deliverables, including the administrative draft Specific Plan. The timing and objectives of each TAC meeting will be described in subsequent tasks. TAC meetings will not be public meetings subject to the Brown Act, however, brief meeting summaries will be prepared and posted to the project website in English and Spanish.

1.3 Project Kickoff Meeting:

Consultant will meet with city staff to review objectives for the Specific Plan and community engagement, as well as the scope of work, budget, and schedule. At the kickoff meeting we will identify data sources, clarify roles and responsibilities, and establish communication protocols. Additionally, the kickoff meeting will be an opportunity to review community engagement strategy components. Following the kickoff meeting, a van/car/walking tour of the plan area will be conducted. Afterwards, a brief summary memorandum detailing attendees, topics discussed, and action items/next steps will be produced.

Deliverables:

- 1.1 Community engagement strategy (draft and final)
- 1.2 Kickoff meeting summary memorandum

Task 2: Community and Stakeholder Engagement

As identified in Task 1 (Final Community Engagement Strategy) –Key staff from the City of San Rafael’s Economic Development Division, Library and Recreation

Department, Digital Service and Open Government Department, Police Department and Fire Department as well as representatives from the School District in the plan area and community-based organizations will be identified. The goal is to leverage community events that may occur in or near the Plan area to inform residents about the Specific Plan and to gather input in a variety of forums. At the end of the task, a brief Community Engagement Report summarizing activities completed and key findings will be prepared by the City's consultant.

2.1 Pop-up Outreach and/or Community Listening Sessions:

Two listening sessions/Pop-up Outreach sessions will be held as part of this initial step at locations identified in Task 1. Materials for these sessions shall be provided in English and Spanish and will include QR codes that link participants to the dedicated City of San Rafael website which will have short surveys to ensure that confidential responses are supported.

2.2 Community Workshop:

Building on community input received at the listening sessions and initial pop-up events, a list of issues that have been presented by stakeholders will be prepared. Materials for the two workshops will include large-format display graphics summarizing issues identified and next steps. This effort includes noticing, holding and summarizing the event in English and Spanish.

2.3 Website:

As per the Final Community Engagement Strategy developed in Task 1, a project website including project branding, text and graphic content will be developed and, and be regularly updated. Social media content will be developed to publicize engagement opportunities. The project website will include a project overview and public content. Materials will be provided in English and Spanish and be ADA compliant.

2.4 Decision-Maker Study Sessions:

There will be two project study sessions – one with the Planning Commission and one with City Council – to review the Draft Specific Plan and the community input that has informed it. The objective of the study sessions will be to confirm the Specific Plan reflects the City's desired vision for the Northgate Specific Plan Area, prior to commencing environmental review.

Deliverables:

2.1 Meeting materials for three pop-up events

2.2 Meeting materials for two community workshops

2.3 Meeting materials for two decision-maker study sessions

2.4 Website and survey(s) creation

2.5 Three TAC meeting summaries

2.6 Outreach report - which includes an analysis of survey and engagement findings at each stage of project (Task 3 and Task 4) and the two community workshops.

Task 3: Issues and Opportunities Identification

This task involves preparation of a series of memorandums summarizing existing conditions, issues, and opportunities in the Northgate Specific Plan Area. The memoranda will be reviewed with the TAC, comprised of staff from the City, MTC Project Manager, and other partner agencies, and refined on the basis of TAC feedback. The findings of these memoranda as well as the outcomes of Task 2 will inform development of Draft Specific Plan.

3.1 Existing Conditions Memorandum:

This memorandum serves to provide a summary of the previous planning efforts and existing conditions of the Plan Area. It would include a list of previously adopted planning documents completed for the Plan Area.

3.2 Priority Development Area Profile:

A Priority Development Area (PDA) profile detailing the demographic and socio-economic characteristics of the planning area will be prepared. The PDA profile will characterize the population in the Plan Area (age, ethnicity, language spoken, place of birth, disability, employment, place of work, income and poverty, travel mode to work, commute patterns, ownership map and vehicle availability) using information from the U.S. Census and the General Plan/Housing Element, and GIS database.

3.3 Market Conditions and Trends Report:

A comprehensive Market Conditions and Trends Report analyzing economic, demographic, and land use trends within the plan area will be prepared. This report will include mapping and assessing key community assets such as workforce development programs, job centers, medical and community facilities, grocery stores/access to food, recreational amenities, schools, childcare centers, gathering spaces, and cultural venues. The report will identify gaps in services and amenities and highlight emerging trends. It will also include a preliminary analysis of fiscal impacts, such as sales tax generation, contributions to the General Fund, and a comparative financing strategy outlining how different land use alternatives support long-term municipal revenue.

3.4 Affordable Housing/Anti-Displacement Strategy:

An affordable housing/anti-displacement strategy will be developed to help ensure a range of housing options that are affordable to households of all income levels will be available within the Specific Plan area. The strategy will describe the existing demographic and housing profile of the area, quantify the need for affordable housing, and identify specific affordable housing goals for the Specific Plan. The strategy will address the following:

1. Assessment of existing conditions, including the existing population, housing characteristics, and market conditions as drawn from the market assessment, and relevant policies.
2. Quantification of affordable housing need by income level for existing and future population.
3. Identification of goals and objectives.
4. Location and generalized types of units to be developed in the plan area.

5. Policies, standards, and programs to attract and facilitate the development of affordable units.

Deliverables:

3.1 Existing Conditions Memo

3.2 PDA Profile (draft and final)

3.3 Market Conditions and Trends Report (draft and final)

3.4 Affordable Housing/Anti-Displacement Strategy

Task 4: Alternatives Evaluation

This task involves preparation of up to three land use and circulation alternatives that respond to the existing conditions, issues, and opportunities identified in Task 3, as well as input received from the initial community outreach and engagement events. The alternatives will be represented conceptually with illustrations and examples to facilitate understanding and presented to the community for feedback. Based on the community input received, a Preferred Plan will be developed to reflect community preferences and priorities and reviewed with the TAC.

4.1 Land Use and Circulation Alternatives:

Up to three (3) land use and circulation alternatives based on the analysis and public input gathered to date will be prepared. Focusing on specific vacant and underutilized opportunity sites within the Specific where redevelopment is foreseeable, the alternatives will be designed to explore options for land use mix; density and development intensity; economic development; connectivity, multimodal mobility, and streetscapes; and the public realm. The alternatives will be presented in a series of maps, graphics, and images with accompanying text, so the information is concise, inviting to look at, and easily understood. Projections for net new housing units, population, and non-residential square footage will be developed for each alternative.

Seek Input on the Alternatives: The alternatives will be reviewed with the TAC and refined as needed prior to the community workshop described in Task 2.

4.2 Preferred Plan:

Based on the community input received, a Draft Preferred Plan will be developed to reflect community preferences and priorities. The Draft Preferred Plan will contain the following components:

Vision Statement - reflecting community aspirations for the Northgate Specific Plan Area in view of identified issues and opportunities.

- Land Use and Circulation Map - illustrating the desired mix of land uses, densities and intensities, and the circulation improvements needed to support them.

Conceptual Renderings - representing the future physical form and character of development at two key opportunity sites along the Northgate San Rafael Specific Plan Area, including associated streetscapes.

- Equity Assessment - outlining issues and strategies to address equity issues, based on previously completed analysis including the housing needs assessment and affirmatively furthering fair housing analysis completed as part of the Housing Element.
- Infrastructure Assessment- a planning level assessment of infrastructure improvements needed to support the development pattern of the Preferred Plan, based on input from City staff, Marin Municipal Water District, Las Gallinas Valley Sanitary District and other service providers.

The Draft Preferred Plan will be reviewed with the TAC and refined based on input received. Subsequently, it will be presented to the community at large for feedback as part of an interactive online survey on the City's website and a second community workshop. This survey will be advertised on social media outlets, the City's website and other outlets. Survey results and the Preferred Plan will be presented to City of San Rafael decision-makers at two study sessions – one before the Planning Commission and one before City Council. Once approved by decision-makers, the Preferred Plan will serve as the basis for the Draft Specific Plan and any necessary environmental review steps pursuant to the California Environmental Quality Act (CEQA).

Deliverables:

- 4.1 Alternatives package
- 4.2 Preferred Plan package (draft and final)
- 4.3 TAC meeting summaries

Task 5: Draft Plan Preparation

This task involves preparing the full Draft Specific Plan, incorporating the major substantive content developed during preceding tasks.

5.1 Draft Plan

An Administrative Draft Specific Plan will be prepared, informed by the assessments and findings of prior tasks. The following sections are anticipated:

Introduction and Vision: The intent, organization, and introduction to the Specific Plan, together with a summary of the community engagement processes and community input and a statement of goals, concepts, and desired outcomes.

Land Use and Housing: Land use designations, permitted and/or required use mixes, and development intensities presented in the form of site maps, detailed circulation plans, and supportive graphics. Development potential, including market-rate and affordable housing units, building square footage, population, and job projections. Affordable housing and anti-displacement strategies will be incorporated.

Land Use and Housing: Land use designations, permitted and/or required use mixes, and development intensities presented in the form of site maps, detailed circulation plans, and supportive graphics. Development potential, including market-rate and affordable housing units, building square footage, population, and job projections. Affordable housing and anti-displacement strategies will be incorporated.

Circulation: Key circulation improvements for pedestrians, bicyclists, transit, motor vehicles and their integration with the broader citywide context. This section will include a strategy for multi-modal access and connectivity to and within the planning area to promote transit use and other alternative modes of transportation, including policies for complete streets, parking management, and zero emissions vehicle fueling and charging infrastructure.

Urban Design and Public Realm: Objective design standards and public realm design guidelines to integrate new development into the Plan Area and foster pedestrian- and transit oriented building and open space design, enhancing safety and multi-modal access and connectivity.

Community Assets & Infrastructure: Schools, parks, health care and social service facilities along with any other community facilities and public infrastructure improvements needed to support the vision for the Specific Plan will be identified.

Equity, Health and Environmental Sustainability: Goals, policies, and design guidance related to social, economic, transportation, and environmental equity within the Plan Area. This includes pedestrian and bicycle connections to jobs, schools, parks, services, and transit; as well as climate resilience/adaptation programs. Progress indicators to monitor and measure the Plan's achievement of equity, health, and environmental sustainability and resilience goals.

Following review of the Administrative Draft, one round of consolidated comments will be responded to and a screen check draft to confirm comments have been adequately addressed will be prepared. Then a Public Review Draft Specific Plan will be released for comment.

5.2 Zoning Amendments

Updates to use tables and design/development standards corresponding to the districts/uses for consistency with the Preferred Plan will be identified. These will address floor area ratio (FAR), height, parking, coverage or open space requirements, massing and articulation and transitions among other key regulations and character defining features. These will be used by staff to subsequently prepare ordinances for the zoning text amendments.

Deliverables:

5.1 Draft Specific Plan

5.2 Zoning Amendment Language presented to City Council

Task 6: Environmental Review

An Environmental Impact Report (EIR) is anticipated to be required for the Plan. This scope of work assumes that an EIR will be prepared.

6.1 Notice of Preparation and Scoping:

A Notice of Preparation (NOP) will be prepared and submitted to all responsible and trustee agencies and to the public, informing them that the City is initiating the environmental review required for the Specific Plan. Notice will be given to the State Clearinghouse and to local agencies and interested parties. During the 30-day scoping period, a public meeting will be held to take comments on issues to be addressed in the EIR. NOP comments received will be summarized in a Memorandum.

6.2 Prepare Draft EIR:

A Draft EIR pursuant to the requirements of the California Environmental Quality Act (CEQA) for the Draft Specific Plan will be prepared.

6.3 Prepare Final EIR and Mitigation Monitoring and Reporting Program:

After close of the 45- day comment period, each individual comment received within each comment letter will be bracketed and numbered and any comments received during the public hearing and will prepare responses to each comment that pertains to environmental issues. A Mitigation Monitoring and Reporting Program (MMRP) will be prepared and include each mitigation measure identified, timing, entity responsible for implementation, and method of compliance. A draft of the MMRP will be provided with the Administrative Final Subsequent EIR. An Administrative Draft and screen check draft document for internal review along with a Final document for circulation ahead of hearings will be prepared.

Deliverables:

6.1 Notice of Preparation

6.2 Draft EIR

6.3 Final EIR

6.4 MMRP

3. PROPOSAL REQUIREMENTS & SUBMITTAL INSTRUCTIONS

A. Submittal Instructions

Proposals shall be submitted using one of the following methods: 1) online through [BidExpress](#); or 2) as a single document via email in a printable PDF format with the subject line: *(Name of Organization) Response to RFP: Northgate Specific Plan*. While proposers may include links to other documents and/or appendices, it should not be assumed that these will be reviewed. All content the proposer feels is necessary for review should be included in the body of the proposal. All proposals shall be submitted at your earliest convenience but no later than March 9, 2026, by 4:00pm to:

Margaret Kavanaugh-Lynch, Planning Manager
City of San Rafael
Community & Economic Development Department
ced.bids@cityofsanrafael.org

B. Proposal Requirements

The Proposal shall be concise, well organized, and demonstrate an understanding of the Scope of Services as outlined in this RFP. Proposals shall be limited to no more than fifty (50) pages, inclusive of resumes, graphics, pictures, photographs, dividers, front and back covers, cover letter, and other components. Proposals shall be evaluated based on the Evaluation Criteria section of this RFP. At a minimum, Proposals shall include:

1. **Cover Letter.** Shall be signed by the person authorized to negotiate a contract for proposed services with the City on behalf of the Proposal team. The cover letter must state that the sample Professional Services Agreement is acceptable. Your cover letter also should identify your team, and the role of each firm on the team in the event this is a team submittal.
2. **Qualifications.** The proposer's experience and history in performing this type of Specific Plan and CEQA Compliance work, particularly planning projects that have ultimately been successfully carried out to implementation. Proposals may choose to use the evaluation criteria as organizational headers if desired.
 - a. References of persons, firms, or agencies that the City may contact to verify the experience of the proposer; include phone numbers.
 - b. An organization chart setting forth the project manager and the staff. Key staff are expected to be committed for the duration of the project. The replacement of key staff requires written approval from the City.
 - c. Experience for each individual responsible for portions of the work and their expected availability. Do not submit resumes for individuals who will not be actively involved in the project
3. **Introduction.** The Introduction section should include a description of the prime contractor, including the services you provide and background information on the company. Similar information should be provided for any subconsultants on your team.
4. **Approach.** The Approach section should explain your proposed Scope of Work. The City encourages creative ideas for completing the requested services, specifically how best to approach the adaption, housing and transportation items highlighted above, and welcomes thoughtful commentary on how best to achieve completion of the Specific Plan.
5. **Scope of Work.** Using the Scope of Work Program outlined within the document, please provide a detailed proposed scope of services illustrating the proposer's understanding of the core issues to be addressed.
6. **Budget and Schedule.** Please indicate the personnel, hourly rates, and estimated number of hours for each member of the firm and any subconsultants to be assigned to the project. This information should be presented at the task level; a sub-task level breakdown is not needed at this time. Please provide an estimate for reimbursable (material) costs, as well as an estimate of total costs for the full project. A schedule should be included in the proposal outlining the timeframe and resources required to complete the identified tasks including the tasks identified to all consultants and subconsultants.

Please note that these Scope of Work tasks are funded by the OBAG grant, and as such, there are invoicing requirements related to the completion of specific deliverables. Consultant scopes and deliverables will need to be coordinated with the OBAG grant terms to ensure prompt payment of consultant invoices.

7. **Key Personnel.** Please include the names of key personnel, their respective titles, their proposed roles in the project, and a brief statement of their availability to undertake work over the next two years. This should be followed by resumes for key personnel, including education, work experience, areas of expertise, and periods of service with the firm. If subconsultants would be used to perform work, please identify likely team members and experience working with the firms.
8. **Project List.** Please include a list of similar or related projects completed by the firm, along with relevant background information, including project timeframe, and contact information for the client (name, email, and phone number). The client contact information shall constitute “references” for the consultant and the City may contact the listed individual(s) to discuss the consultant’s performance. For projects that were completed by a team of consultants, please clarify the specific contribution of your firm. Similar information may be provided for subconsultants.

The consultant shall be aware of the following:

- Proposals and/or modifications to Proposals received after the hour and date specified in this RFP will be rejected.
- All Proposals shall be submitted according to the specifications set forth in the RFP. Failure to adhere to these specifications may be cause for rejection.
- Once submitted, Proposals, including the composition of the consulting staff, shall not be changed without prior written consent.
- All requests for clarification for this RFP must be made in writing by the due date as set forth in this RFP. The City will only respond to written questions from consultants. The City cannot respond to verbal questions submitted by telephone or in person.
- The City reserves the right to revise the RFP prior to the indicated due date. The City may consider extending the due date for the RFP.
- All addenda will be posted on the City’s website. By submitting a Proposal, the proposer affirms that they are aware of any addenda and have prepared their Proposal accordingly. No allowances will be made for a proposer’s failure to inform themselves of addenda content.

For any questions regarding the submission requirements or other aspects of this Request for Proposals, please email Margaret Kavanaugh-Lynch at ced.bids@cityofsanrafael.org by February 27, 2026 by 4:00pm. Responses will be posted online at www.cityofsanrafael.org by March 3, 2026.

5. EVALUATION & REVIEW PROCESS

A selection committee made up of City staff and a panel review committee will evaluate the consultants based on the submitted proposals and, if necessary, an oral interview to determine which consultant is best qualified to perform the work for this project.

The committee will then determine the ranking of the consultants, at which time negotiations shall begin with the most qualified consultant. In the event that the City and the top-ranked consultant are unable to come to an agreement as to scope and fee, the City reserves the right to close negotiations with the top-ranked consultant and open negotiations with the second-ranked consultant. Once an agreement is reached involving the scope and fee, the Director of the Community and Economic Development Department will make a recommendation to the City Council to award the project to the selected consultant and authorize the City to enter into an agreement with that consultant. If the City Council agrees with the recommendation, City staff will proceed with the completion of the agreement and prepare the contract for execution.

Proposals to provide the services listed above will be evaluated based on a weighted point system (100 points maximum):

- Quality and completeness of the proposal: 10 points (maximum).
- Experience completing projects of similar scope and complexity: 20 points (maximum).
- Experience and availability of the proposed project team members (including bilingual English and Spanish-speaking team members): 20 points (maximum).
- Approach to project and demonstrate understanding of the work to be performed: 20 points (maximum).
- Services proposed relative to project budget: 10 points (maximum).
- Familiarity with issues and agencies in San Rafael and Marin County: 10 points (maximum).
- References: 10 points (maximum).

The City shall reserve the right to reject any and all bids in whole or in part and may waive any irregularities or informalities in any bids when such action is considered to be in the best interest of the City. All bids received after the designated closing date and time shall be considered nonresponsive and shall be rejected.

If two (2) or more bids received are for the same total amount, quality and service being equal and if there is no evidence of collusion between the bidders, then the awarding authority may accept the bid of its choice.

In addition to the criteria above, firms will need to indicate compliance with federal requirements associated with the funding source for this project. These requirements are outlined below.

A. Standard Agreement and Insurance Coverage

The selected firm shall enter into a Professional Services Agreement with the City. The City's Standard Agreement is included as Attachment "A." The consultant shall provide proof of the insurance coverage limits specified in this Agreement and shall maintain these coverage levels for the duration of the project. If a proposer desires to modify any provisions of the Agreement, including insurance requirements, these changes shall be identified as part of the proposal submission. If no changes are proposed, full acceptance of the Agreement shall be assumed by the City.

B. Special Conditions

Professional Services Agreement. The consultant selected to provide the scope of work shall use the City of San Rafael's standard Professional Services Agreement. A copy of the template of this agreement is attached to this RFP (Attachment A). Submittal of a Proposal is acceptance of the Professional Services Agreement.

Reservations. This RFP does not commit the City to award a contract, to defray any costs incurred in the preparation of a Proposal pursuant to this RFP, or to procure or contract for work.

RFP as a Public Record. All Proposals submitted in response to this RFP become the property of the City and thus become public records and, as such, may be subject to public review.

Right to Cancel. The City reserves the right to cancel or change, for any or no reason, in part or in its entirety, this RFP, including but not limited to selection schedule, submittal date, and submittal requirements.

Additional Information. The City reserves the right to request additional information and/or clarification from any or all respondents to this RFP.

Public Information. Consultants who wish to release information regarding the consultant selection process, contract award, or data provided by the City at any Public Hearing must receive prior written approval from the City before disclosing such information to the public.

6. FEDERAL FUNDING REQUIREMENTS

A. Federal Requirements

For firms bidding on this scope of work, the funding being provided through the OBAG grant program originates with the Federal Highway Administration, under the U.S. Department of Transportation. The City of San Rafael will enter into an agreement with MTC which stipulates that consultants comply with various federal funding requirements. These include, but are not limited to:

B. Disadvantaged Business Enterprise (DBE) Policy

As this project is federally funded, the contract is subject to regulations in accordance with Title 49, Code of Federal Regulations, Part 26 (49 CFR 26).

The Consultant shall ensure that certified DBE firms have the opportunity to participate in the performance of the contract and shall take all necessary and reasonable steps to facilitate participation by DBE firms for such assurance. For this contract, the City has established a DBE goal of **19%**.

For additional information, please see Caltrans [Exhibit 10-I: Notice to Proposers DBE Information](#). DBE Regulations: Bidders shall be fully informed with respect to the requirements of the DBE regulations. The DBE regulations in their entirety are incorporated herein by reference. Please note:

1. A DBE must be a small business firm defined pursuant to 13 CFR 121 and be certified through the California Unified Certification Program (CUCP).
2. A certified DBE may participate as a prime Consultant, sub-Consultant, joint venture partner, as a vendor of materials or supplies, or as a trucking company.
3. A DBE must perform a commercially useful function pursuant to 49 CFR 26.55, that is, a DBE firm must be responsible for the execution of a distinct element of the work and must carry out its responsibility by actually performing, managing and supervising the work.
4. The proposer shall list only one subcontractor for each portion of work as defined in their proposal and all DBE subcontractors should be listed in the bid/cost proposal list of subcontractors.
5. A prime contractor who is a certified DBE is eligible to claim all of the work in the Agreement toward the DBE participation except that portion of the work to be performed by non-DBE subcontractors.

More information on the DBE application process and recent policy changes is available on the California Department of Transportation (Caltrans) website at [Disadvantaged Business Enterprise \(DBE\) | Caltrans](#).

Additional information on the DBE program may be found through the [Local Assistance | Caltrans](#) and the [LAPM Exhibit 9-A: DBE Implementation Agreement for](#)

[Local Agencies](#) websites. [LAPM chapter 4 exhibit 4C Master Agreement -- Federal-Aid Projects](#), in particular, details the required legal clauses.

It is the policy of MTC and the U.S. Department of Transportation to ensure nondiscrimination in the award and administration of DOT-assisted contracts and to create a level playing field on which disadvantaged business enterprises, as defined in 49 Code of Federal Regulations Part 26, can compete fairly for contracts and subcontracts relating to MTC's procurement and professional services activities. GRANTEE shall not discriminate on the basis of race, color, national origin or sex in the performance of this Agreement.

EQUAL EMPLOYMENT OPPORTUNITY

In accordance with Title VI of the Civil Rights Act, as amended (42 U.S.C. § 2000d); Section 303 of the Age Discrimination Act of 1975, as amended (42 U.S.C. § 6102); Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. § 12132); and 49 U.S.C. § 5332 for FTA-funded projects, GRANTEE agrees that it shall not, on the grounds of race, religious creed, color, national origin, age, physical disability or sex, discriminate or permit discrimination against any employee or applicant for employment.

TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

GRANTEE agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (47 U.S.C. § 2000(d)) and the regulations of the Department of Transportation issued thereunder (49 CFR Part 21). For FTA-funded projects, AGENCY further agrees to comply with the current FTA Circular 4702.1A, "Nondiscrimination Guidelines for FTA Recipients," the U.S. DOT Order to Address Environmental Justice in Minority Populations and Low-Income Populations, and the U.S. DOT Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons.

ACCESS REQUIREMENTS FOR INDIVIDUALS WITH DISABILITIES

GRANTEE agrees to comply with all applicable requirements of the Americans with Disabilities Act of 1990 (ADA), 42 U.S.C. § 12101 et seq.; Section 504 of the Rehabilitation Act of 1973, as amended, 29 U.S.C. § 794; Section 16 of the Federal Transit Act, as amended, 49 U.S.C. § 5310(f); and their implementing regulations.

STATE ENERGY CONSERVATION PLAN

GRANTEE shall comply with all mandatory standards and policies relating to energy efficiency that are contained in the State energy conservation plan issued in compliance with the Energy Policy and Conservation Act (42 U.S.C. § 6321).

ALLOWABILITY OF COSTS

GRANTEE shall comply with the cost principles (as applicable) in Office of Management and Budget (OMB) Circulars A-87, or A-122, or 48 Code of Federal Regulations Chapter 1 Part 31, or 49 Code of Federal Regulations Part 18, or in 2 Code of Federal Regulations Parts 200 and 1201, as applicable. In addition, all subcontracts must be in accordance with 2 Code of Federal Regulations Part 200, as applicable, MTC's funding agreement with DOT and any regulations, guidelines and circulars of DOT, applicable as a result of such funding agreement. Further, all subconsultants shall agree to comply with 48 Code of Federal Regulations, Chapter 1, Part 31.

CLEAN AIR AND WATER POLLUTION ACTS

GRANTEE agrees to comply with the applicable requirements of all standards, orders, or requirements issued under the Clean Air Act (42 U.S.C. § 7501 *et seq.*), the Clean Water Act (33 U.S.C. § 1251 *et seq.*), Executive Order 11738, and Environmental Protection Agency regulations (40 CFR Part 15).

DEBARMENT

RECIPIENT certifies that neither it, nor any of its participants, principals or subcontractors is or has been debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions, as they are defined in 49 CFR Part 29, by any Federal agency or department.

LOBBYING

GRANTEE agrees to comply with the restrictions on the use of federal funds for lobbying activities set forth in 31 United States Code §1352 and 49 C.F.R. Part 20.

Other federal provisions may apply, including those relating to the retention of records and audits, subcontracting, equipment purchase, State prevailing wage rates, conflicts of interest, and ownership of data, among others.