



**REQUEST FOR PROPOSALS (RFP)
CITY OF SAN RAFAEL
GENERAL PLAN 2040 TECHNICAL SUPPORT AND
DOWNTOWN PRECISE PLAN
Environmental Review
Transportation
Infrastructure
Economics
Community Design
Meeting Facilitation, Graphics, and Visual Simulation
Downtown Precise Plan**

Date of Issue: August 9, 2018

Optional Pre-Bid Informational Meeting: August 20, 2018, 9:30 AM

Proposals Due: September 10, 2018

INTRODUCTION

The City of San Rafael is issuing this Request for Proposals (RFP) to solicit proposals from qualified consultants to provide:

- Technical support services related to the 2040 San Rafael General Plan Update
- Consulting services for the Downtown San Rafael Precise Plan.

The City invites interested consulting firms and individuals to submit proposals for consideration.

The General Plan Update was initiated in 2017 and has a projected completion time of mid-2020. The City has retained a consulting project manager who is responsible for Plan drafting and editing, policy and program development, and community liaison, including staffing of a 24-member Steering Committee. City staff, including the Planning Manager and Community Development Director, also are heavily engaged in the Plan Update. The services requested through this RFP are intended to complement and support this effort by producing an Environmental Impact Report, and providing technical data and analysis on transportation, engineering, economics, and community design.

This RFP also covers the completion of a Precise Plan for Downtown San Rafael. The City was awarded a One Bay Area Grant (OBAG) in March 2018 to undertake this project and seeks a consultant or consulting team to prepare the Plan and related studies. A single EIR is proposed to cover both the General Plan and the Downtown Precise Plan.

BACKGROUND

Marin County's oldest city, San Rafael (population approximately 60,000) lies midway between San Francisco and California's famous wine country. San Rafael serves as the county seat and Marin's central city. It is the County's premier economic, financial, cultural and service center. As a regional transportation hub, San Rafael is the center of highway and transit access to west Marin, Sonoma County, the East Bay and San Francisco. It is also home to two new commuter rail stations.

The City of San Rafael offers both a small-town atmosphere and a lively urban environment. Surrounded by open space and the bay, San Rafael is a vibrant city in an incomparably beautiful natural setting. San Rafael has a varied and rich economy fueled by high tech, biotech, entertainment, financial, and service-oriented and industrial businesses. The City is home to major employers such as Autodesk, Kaiser Permanente, and BioMarin and offers residents and visitors an array of regional retailers in addition to unique local shops.

San Rafael is the most ethnically and culturally diverse city in Marin County. The City's residential neighborhoods are distinctive, each with their own history, character and identity. There is a wide diversity of housing, including single family homes, townhomes, apartments and condos. Education and income levels are high. The City has two public school districts with nine elementary schools, two middle schools and two high schools. Dominican University of California, a private liberal arts college located in the city, offers undergraduate and graduate degree programs.

San Rafael was incorporated in 1874 and became a charter city in 1913. It is a full-service city with a City Council/City Manager form of government. San Rafael has an elected Mayor and four elected City Council Members who serve four-year terms. The mission of the City is to enhance the quality of life and to provide for a safe, healthy, prosperous and livable environment in partnership with the community. The City's vision is to be a dynamic economic and cultural center reflective of its diversity, and to be a responsive, innovative local government with informed and active residents.

Downtown San Rafael is the heart and soul of the city and the crossroads of Marin County. It is home to many of San Rafael's oldest buildings and its Fourth Street corridor has a walkable, urban character. Downtown encompasses about 500 acres (about 5% of the city) and has more than one million square feet of retail and service uses. It is a major regional office center, an emerging mixed use residential area, home to City Hall and important

institutional uses, and a regional transit hub. In 2017, SMART rail transit service was initiated, linking San Rafael to Santa Rosa and creating transit-oriented development opportunities in the Station area. Downtown is one of only two designated Priority Development Areas (PDAs) in Marin County and is the only Marin PDA served by rail transit. Several office, residential, and mixed use projects are in the development “pipeline,” potentially strengthening Downtown’s role as a regional center.

CURRENT GENERAL PLAN

San Rafael’s current General Plan (General Plan 2020) was adopted in November 2004. The General Plan contains 16 Elements, including:

- Seven (7) State-Mandated Elements: Land Use, Circulation, Housing, Safety, Noise, Open Space, Conservation; and
- Nine (9) additional elements: Neighborhoods, Community Design, Economic Vitality, Infrastructure, Governance, Sustainability, Culture and Arts, Parks and Recreation, and Air & Water Quality.

Each chapter contains narrative text providing the context for the topic, followed by Goals, Policies, and Programs. Maps, tables, and other graphics are included throughout the document. The State-mandated Environmental Justice Element has not yet been added to the Plan and is being developed through the Update process.

The General Plan has been amended several times since its adoption in 2004, including:

- A Sustainability Element was added to the Plan in 2011. It is largely a “roll up” of the 2009 Climate Change Action Plan (which is now being updated).
- The Housing Element was updated in 2011 for the 2007-2014 Regional Housing Needs Assessment (RHNA) cycle and then again updated in 2015 for the 2015-2023 RHNA cycle.
- Various text and map amendments have been made. Some were in response to public requests, and others were initiated following a 10-year review of the Plan by City staff.

The existing General Plan 2020 can be found on the City of San Rafael website:

<https://www.cityofsanrafael.org/generalplan-2020/>

GENERAL PLAN WORK COMPLETED TO DATE

The City Council approved a preliminary work program for the General Plan in February 2017. The work program evaluated the existing (2020) General Plan and provided an overall strategy for the update. In June 2017, the City retained Barry Miller (Barry Miller Consulting) to serve as project manager for the effort, and as lead author/editor of the Plan.

A community engagement program was initiated in Fall 2017, including outreach to City Commissions and stakeholder groups and a project website. The City has retained Neighborland (a national vendor specializing in civic engagement software) to operate an [on-line engagement platform](#) for the Plan Update. An internal communication plan for the General Plan also is being implemented, including meetings with Department heads and City staff, and initial data collection from local agencies.

In December 2017, the City Council appointed a 23-member Steering Committee along with 22 alternates to guide the General Plan Update. Monthly meetings have been taking place since January and the Steering Committee was recently expanded to 24 members. Early meetings have focused on discussing the City's strengths and weaknesses, developing Guiding Principles for the future, visiting potential "change areas" on a citywide bus tour, reviewing demographic data, and considering an outline for the updated General Plan. The Committee will meet monthly through the end of 2019.

In March 2018, the Council approved a detailed work program for the General Plan Update and allocated funds for consultants to provide specific technical services described in the work program. The Plan Update is envisioned as a collaborative effort between City staff, the contract project manager, technical consultants, and the community. The City's Planning Manager and Community Development Director are dedicating substantial time toward the Plan Update, and key staff members in other departments have been engaged. Consultant Barry Miller works on-site at City Hall approximately 16 hours per week.

The General Plan Update is not envisioned to be a wholesale rewrite. Not every element or chapter needs to be overhauled. The Update is meant to provide a user-friendly and coherent policy document to guide the City as it faces opportunities and challenges over the next twenty years. The City is looking to explore innovative and creative approaches, both in its Plan Update process and in the document itself.

The current schedule calls for completion of the Draft General Plan 2040 by early 2020, with adoption by Summer 2020.

DOWNTOWN PRECISE PLAN

Downtown San Rafael has been the subject of several plans and studies during the last 25 years. In 1993, the City adopted "*Our Vision of Downtown San Rafael and Our Implementation Strategy*." This study laid the foundation for new zoning districts and many of the policies that shaped Downtown Development in the 1990s and 2000s. In 2004, "*Our Vision*" was incorporated into General Plan 2020.

Downtown was designated a "Transit Town Center" Priority Development Area (PDA) in 2009. In 2012, the City adopted a Downtown Station Area Plan, establishing a renewed vision for land use and circulation improvements in the area around the new Downtown SMART station. More recent Downtown planning efforts have included a Downtown

Parking and Wayfinding Study, a relocation plan for the Bettini Transit Center, a Third Street Rehabilitation Plan, and a Pedestrian and Bicycle Master Plan Update with specific recommendations for Downtown. In late 2017, a City-appointed working group presented “Principles for Good Design,” noting opportunities to improve Downtown design.

The foundational document on which these studies are based is now 25 years old. In addition, studies during the last decade have focused on the transit station area and have largely excluded the “West End Village”—a walkable mixed use area west of E Street. The City seeks to update the Downtown Plan to provide an updated assessment of existing conditions and a forward-thinking vision for the next 20 years. The Downtown Precise Plan will cover the PDA and adjacent West End, and will provide zoning-level development standards for new development and reinvestment in existing structures. The City is interested in exploring form-based zoning standards for Downtown, as well as updated design direction to improve architectural quality, streetscape, and historic preservation.

In March 2018, the City was awarded a \$500,000 One Bay Area Grant (OBAG) by the Metropolitan Transportation Commission (MTC) to complete a Downtown Precise Plan. A \$60,000 local match was required, bringing the total to \$560,000. The Downtown Precise Plan will be updated concurrently with the General Plan, enabling cost-savings as both work programs are carried out. For example, a single EIR will cover the General Plan and Precise Plan, and a collaborative community engagement program will cover both projects.

Key elements of the proposed Precise Plan work scope include a PDA profile, community engagement, consideration of land use and circulation alternatives, place making and design guidelines, an affordable housing and anti-displacement strategy, a multi-modal connectivity strategy, an inventory of historic resources, and the Precise Plan itself. The Plan will include development standards and address topics such as community benefits, streetscape improvements, parking, economic development, and open space.

BUDGET

Funding for the General Plan Update is through a Building Permit surcharge for General Plan Implementation and Maintenance. The surcharge has been in place since the last Plan Update and has generated sufficient funds to complete the project without a General Fund allocation. As noted, the Precise Plan will be funded with an OBAG grant and local match.

Preliminary allocation of funds for consulting services is shown in Table 1 below. The dollar amounts for the General Plan tasks are taken from the Work Program approved by the City Council in March 2018. The dollar amounts for the Precise Plan tasks represent estimates based on the work to be performed. The OBAG grant will be disbursed to the City in installments, as specific deliverables are completed. Thus, the Precise Plan consultant’s payment schedule and list of deliverables will need to be aligned with the payment schedule and list of deliverables included in the Supplement Form to the Master Agreement between MTC and the City (see Attachment C).

Table 1: Budget Allocation for General Plan Technical Services and Precise Plan

Service Category	General Plan Budget	Precise Plan Budget	TOTAL (*)	Comments
1. CEQA (EIR)	\$490,000	\$60,000	\$550,000	<i>Excludes transportation and utilities-related tasks; excludes certain "Setting" tasks to be completed by staff (GP Project Manager).</i>
2. Transportation	\$140,000	\$40,000	\$180,000	<i>Includes analytical work on the General Plan, Precise Plan, and EIR, but excludes drafting the Circulation Element</i>
3. Engineering/ Infrastructure	\$33,000	\$15,000	\$48,000	<i>Includes analytical work on the General Plan, Precise Plan, and EIR, but excludes drafting the Infrastructure Element</i>
4. Economic and Fiscal	\$82,500	\$35,000	\$117,500	<i>Includes analytical work on the General Plan and Precise Plan but excludes drafting the Economic Vitality Element</i>
5. Urban Design	\$60,000	--	\$60,000	<i>Includes analytical work on the General Plan only. Excludes the Precise Plan.</i>
6. Meeting Facilitation, Graphics, Visual Simulation	\$50,000	--	\$50,000	<i>Services to be procured as needed for the General Plan. Some of these services also may be covered by the other scopes.</i>
7. Downtown Precise Plan (planning, design, architectural history, project management)	--	\$410,000	\$410,000	<i>Services include project management, community engagement, PDA profile, historic resource assessment, Plan options, design guidelines, affordable housing and anti-displacement strategy, and the Precise Plan. Downtown Plan tasks associated with transportation, utilities, economics, and CEQA are covered above.</i>
TOTAL (*)	\$845,500	\$560,000	\$1,415,500	

() Totals are estimations and may be reallocated by proposers. City reserves the right to suggest further reallocations following selection of a preferred consultant.*

The CEQA / EIR budget in Table 1, Row 1 includes all technical studies required to support CEQA conclusions, including biology, geology, hydrology, air quality, global climate change, hazards, citywide cultural resources/ archaeology, and noise. It does not include transportation, utilities, and design, which are included in Rows 2, 3, and 5, respectively. The cultural resource (architectural history) inventory for Downtown is not part of the EIR scope, and is presumed to be covered by the Precise Plan scope (Row 7). The City's expectation is that this work will be done by a professional architectural historian.

Members of the consulting team may be called upon to help develop General Plan policies and programs (including those that mitigate General Plan impacts or respond to the findings of technical studies) and provide GIS data for General Plan Maps. However, the City is not seeking services related to drafting of the General Plan itself, as this will be done by the contract Project Manager. City staff (including the Project Manager) will generally handle data collection and analysis relating to land use (land use inventory, densities, growth assumptions, etc.), housing, neighborhoods, community services, parks, open space, visual resources, arts, equity, sustainability, and coordination with other agencies and planning processes.

SCOPES OF WORK

This Request for Proposals is intended to serve as a "Master RFP" for seven different scopes of work, corresponding to the budget categories listed above. This section of the RFP provides a high-level summary of each scope; Attachment "A" provides the detailed scopes.

The City's expectation and preference is that the EIR and Precise Plan be completed by different firms, under separate Professional Services Agreements. Since the scopes of work for the transportation, engineering, and economics consultants span both projects (e.g., the EIR and the Precise Plan), the City is prepared to enter into separate Professional Services Agreements with each firm rather than having these firms serve as subcontractors to a single prime. The City will consider teams of firms bidding on multiple scopes, but reserves the right to select the firm or firms that it feels are best qualified to complete the work in each category. The City intends to serve as Project Manager and will monitor the performance of each consultant as required.

A brief description of each Scope of Work is provided below. Attachment "A" is based on the detailed language in the General Plan Work Program approved by the City Council in March, 2018, as well as the scope of the work for the Precise Plan. Interested firms should use Attachment "A" as the basis for their cost allocation and approach. The full Work Program for the General Plan Update (excluding the Precise Plan) may be found [here](#).

Scope 1: CEQA Compliance and Environmental Impact Report (EIR) Preparation

The City seeks to engage a firm or team to complete an EIR for the General Plan Update and the Downtown Precise Plan. The scope of work includes scoping, completion of required notices (NOP, NOD, etc.), development of significance thresholds, collection and analysis of relevant baseline data, preparation of EIR maps (some of which also may be used in the General Plan), evaluation of alternatives, and preparation of the Administrative, Screencheck, Public Review, and Final EIRs.

The EIR team would be expected to work collaboratively with the City staff team, including the City's Consulting Project Manager. Much of the first year of the project timeline includes data collection and analysis; this would form the "Setting" section of the EIR. The CEQA consultant would have primary responsibility for "existing conditions" data relating to air quality, biological resources, cultural resources, energy, geology, global climate change, hazards, hydrology, mineral resources, noise and vibration, tribal cultural resources. The City would be responsible for "existing conditions" data relating to aesthetic and visual resources, agriculture, land use, population and housing, public services, and recreation. Other consultants would be responsible for transportation and utilities. Data on all topics would be collected and analyzed at two geographic scales: (1) citywide and (2) the Downtown Precise Plan area.

It is possible that the responsibility for some of these topic areas would be shared. For example, as part of its Climate Change Action Plan Update the City has already compiled a large amount of data on global climate change, including greenhouse gas emission forecasts. The City also may have a role on data collection and analysis related to specific aspects of the technical topics listed above. Preparation of maps also could be a collaborative effort.

The City seeks creative proposals from firms that have worked in this capacity previously. Our objective is to allocate project resources in the most cost-effective and time-efficient way possible, while creating work products of outstanding quality. It is presumed that a single Program EIR will be sufficient to cover both projects; bidders may suggest other approaches if they feel a Program EIR is not suitable for the Precise Plan.

Scope 2: Transportation Planning Services

The City seeks to engage a transportation planning consultant to perform the technical analysis necessary to address circulation and mobility needs through 2040. This includes planning for adequate roadway capacity, coordinating land use and transportation plans, creating a more multi-modal network, improving transportation safety, and addressing the impacts of technology on transportation and parking needs. The transportation consultant will work collaboratively with the CEQA firm to evaluate transportation impacts and mitigation measures, and provide the data needed to address air quality, noise, and greenhouse gas emission impacts in the General Plan/ Precise Plan EIR. The consultant also will work with the project team to model Year 2040 conditions and develop SB 743-compliant metrics to be adopted in the General Plan and used in the EIR.

The transportation consultant will also assist the project team in developing mobility policies, including participation in community meetings and Steering Committee meetings where transportation is discussed. The consultant will serve as a Subject Matter Expert on parking, autonomous vehicles, traffic calming, road and intersection design, and similar transportation-related topics. The consultant also will serve as liaison between the General Plan Team, San Rafael Public Works, and the Transportation Agency of Marin (TAM) and will help facilitate the City's transition to a VMT-based model for CEQA purposes. The consultant also will perform transportation-related tasks in the Downtown Precise Plan, including a Multi-Modal Access and Connectivity Strategy.

Scope 3: Engineering and Infrastructure

The engineering and infrastructure consultant will assist the project team in evaluating utility needs in the San Rafael Planning Area and in Downtown San Rafael through 2040. This includes water, wastewater, storm drainage, gas/electric, and telecommunication facilities in the City and nearby unincorporated areas. Current utility needs will be evaluated based on data from each service provider, including capital improvement needs and any deficiencies that affect the suitability of land for development or specific land uses. Projected needs will be described based on General Plan 2040 forecasts and land use proposals, the long-range plans and programs of each organization, and consideration of sea level rise, technological improvements, and other factors. This information will be used to evaluate alternatives and may shape land use map designations during the planning process. The engineering and infrastructure consultant will provide the technical data to underpin General Plan and Downtown Precise Plan infrastructure policies, and will complete the section of the EIR that addresses utilities.

Scope 4: Economic and Fiscal Analysis

The economics consultant will assist the project team in gathering and analyzing data on the local economy, evaluating real estate market parameters for land use planning, and assessing long-term fiscal impacts. An Economic Development Baseline Report, including specific data and maps, will be prepared to inform policy choices and program development. The consultant also will participate in Steering Committee and community meetings where economic and fiscal issues are discussed. Consultant tasks also relate to discussions about Downtown, the future of the retail sector and implications for shopping centers and other commercial uses, the office and industrial market, and workforce development issues. A focus on value-based land use decisions, including the relative fiscal impacts of different land uses and densities/ intensities, is desired. The consultant should have the capacity to provide spatial (GIS) analysis of economic and real estate data to help inform land use policies.

Scope 5: Community Design

The community design consultant will serve as a subject matter expert on citywide issues relating to architecture, landscape architecture, historic preservation, and public realm

design. The consultant will participate in the development of policies, standards, diagrams, and guidelines that address the character of infill development, modifications to existing buildings, adaptive reuse and preservation, streetscape improvements, and similar issues relating to the built environment. The City is open to these services being provided by the same consultant leading Task 7 (Downtown Precise Plan).

Scope 6: Meeting Facilitation, Graphics, and Visual Simulation

The City is implementing a community engagement strategy for the General Plan Update. Elements of that strategy are already being implemented, including monthly meetings of a Steering Committee, meetings with stakeholder groups and City Commissions, and a project website and on-line engagement platform. Additional assistance will be needed for meeting design and facilitation. Three rounds of workshops are planned. The first round includes three meetings in October 2018 (dates and times are already set), and the second and third rounds are in February 2019 and September 2019 respectively. The City seeks to establish a “reserve” of professional facilitators who may be called upon to assist in the planning and execution of these workshops. Facilitators with expertise in reaching specific populations, including Spanish-speaking residents, youth, and persons with disabilities, are also desired. Equity is a major theme of the General Plan, and this should be reflected in the engagement strategy.

The City also anticipates a need for graphic design services, including publication design and digital or printed materials. This could include design of the General Plan and Precise Plan itself, as well as materials to be distributed or displayed at meetings and pop-up workshops or mobile displays. The City also anticipates the use of visual simulation exercises including the use of various software programs (Sketch-Up, Urban Footprint, etc.) to test the impacts of regulations or model future design scenarios. The City is open to creative proposals to use visual simulation to capture the public’s imagination, communicate design ideas, and illustrate possible future conditions.

Firms or individuals interested only in Scope 6 may submit a statement of qualifications (SOQ) alone—a scope and fee proposal are not required. At the appropriate time, the City may call on those who have submitted SOQs and request scopes of work and budgets for specific tasks. Firms submitting proposals for Scopes 1-5 and Scope 7 may indicate their interest in these services and provide their qualifications if they have the capacity to provide these services in-house.

Scope 7: Downtown Precise Plan

Scope 7 covers the services of a planning and urban design firm with the capacity to manage and complete the Downtown Precise Plan. This includes overall project administration and interface with the other firms engaged in the project, including the transportation, engineering, economics, and CEQA firms, and the City’s Project Manager. It also includes management of those community engagement tasks specifically connected to the Downtown Plan, such as a multi-day charrette, presentations to stakeholder groups and the General Plan Steering Committee, and development of web-based materials. The scope

includes development of a PDA profile, a pedestrian friendly design and placemaking strategy, design guidelines for the Downtown area, an affordable housing and anti-displacement strategy, a parking policy strategy, and preparation of form-based development standards and regulations. It also includes production of the Precise Plan itself, and working with staff through Plan development and adoption.

A key component of Scope 7 is a historic resource inventory for the Downtown Plan area. **An architectural historian should be included on the project team.** Attachment A provides more detail on the expectations for this scope. Interested bidders are encouraged to elaborate on the appropriate level of effort for this task and strategies for engaging volunteers and local preservation groups in the process.

SUBMITTAL REQUIREMENTS

Submittal requirements vary depending on which scope of services the consultant is interested in.

For those bidding on Scopes 1-5 and Scope 7, please see requirements under “A” below. For those interested in Scope 6, please see requirements under “B” below.

A. CEQA, TRANSPORTATION, INFRASTRUCTURE, ECONOMICS, URBAN DESIGN, AND DOWNTOWN PRECISE PLAN SERVICES

The response to this RFP should contain the following elements:

- 1. Cover Letter.** Please begin with a letter expressing your interest in the project, your general qualifications, areas of expertise, and why your firm is particularly qualified to perform the requested services. Your cover letter also should indicate which of the scopes are included in your proposal, and the role of each firm on the team in the event this is a team submittal.
- 2. 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.
- 3. Approach.** The Approach section should explain your proposed Scope of Services (Section 4) and highlight any changes you have made to the City’s Work Program (Attachment “A”), including the rationale for the change. The City encourages creative ideas for completing the requested services within the allocated budget, and welcomes thoughtful commentary on the Work Program tasks.
- 4. Scope of Services.** Using the Work Program provided in Attachment “A,” please provide a proposed scope of services. The Scope should include the tasks and sub-tasks

listed in Attachment A. As noted above, variations on the City’s Work Program may be proposed and should be explained in Section 3.

- 5. Budget and Schedule.** Please indicate the personnel, hourly rates, and estimated number of hours for each member of the firm and any sub-consultants 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, indicating that you have the capacity to meet the City’s timeline of having draft plans/ documents for public review by early 2020.

Please note that tasks funded by the OBAG grant (e.g., the Downtown Precise Plan) have invoicing requirements related to the completion of specific deliverables. The Supplement Form to the City’s Master Agreement with MTC includes a schedule for payment based on the satisfactory completion of these deliverables. Consultant scopes and deliverables will need to be coordinated with the OBAG grant terms to ensure prompt payment of consultant invoices (see Attachment C). Consultants may propose modifications to Attachment C, which can be incorporated through amendments to the Supplement Form to the City’s Master Agreement with MTC.

- 6. 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 sub-consultants would be used to perform work, please identify likely team members and experience working with the firms.
- 7. 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 consultant 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 sub-consultants.

B. MEETING FACILITATION, GRAPHIC DESIGN, AND VISUAL SIMULATION SERVICES

Consultants interested in providing the services listed above (Scope 6) need only submit a Statement of Qualifications. The specific requirements for the SOQ are:

- 1. Cover Letter.** Please begin with a letter expressing your interest in the project, your general qualifications, areas of expertise, and why your firm is particularly qualified to perform the requested services.
- 2. Introduction.** The Introduction section should include a short description of the firm, including the services you provide and background information on your company.

3. **Project List.** Please include a list of similar or related projects completed by the firm, along with relevant background information, including contact information for the client (name, email, and phone number). For projects that were completed by a team of consultants, please clarify the contribution of your firm. Prospective consultants are encouraged to include hyperlinks to work samples.
4. **Key Personnel.** Please include names of key personnel, their respective titles, their potential 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 including education, work experience, areas of expertise, and periods of service with the firm.
5. **Billing Rates and Policies.** For the personnel listed above, please indicate hourly rates and any relevant information regarding billing policies, material costs, licensing, and other factors that may affect the cost of services.

Consultants who are submitting proposals that include part “B” services as well as part “A” services should follow the instructions for part “A” proposals above. However, a reduced level of detail is appropriate for the part “B” services. A scope of work and budget for the part “B” services is not required in the proposal.

SUBMITTAL DETAILS AND DUE DATE

Please submit three (3) bound copies, and one (1) USB drive of a PDF copy of your proposal/ SOQ at your earliest convenience, but no later than **Monday, September 10, 2018, at 5:00 p.m.** to:

Raffi Boloyan, Planning Manager
City of San Rafael
Community Development Department
1400 5th Ave, 3rd Floor
San Rafael, CA 94901

The City will hold an informational meeting for the benefit of potential respondents at **9:30 AM on Monday, August 20, 2018**. The purpose of this meeting will be to answer questions and provide additional clarification on the RFP as needed. The meeting will be held in the City Council Chambers at San Rafael City Hall. *Attendance is optional.*

Questions on the submittal requirements or other aspects of this Request for Proposal should be addressed to Barry Miller no later than **Thursday August 23, 2018**. Responses will be posted on line at www.sanrafael2040.org by **Thursday August 30, 2018**. Barry may be reached at barry.miller@cityofsanrafael.org.

SELECTION PROCESS

A. CEQA, TRANSPORTATION, ENGINEERING/INFRASTRUCTURE, ECONOMICS, URBAN DESIGN, AND PRECISE PLAN SERVICES

Proposals to provide the services listed above will be evaluated based on the following factors:

- Quality and completeness of the proposal 10%
- Experience completing projects of similar scope and complexity 20%
- Experience of the proposed project team members 20%
- Approach to project, including modifications to work program and demonstrated understanding of the work to be performed 20%
- Services proposed relative to project budget 10%
- Familiarity with issues and agencies in San Rafael and Marin County 10%
- References 10%

In addition to the criteria above, firms bidding on the Downtown Precise Plan will need to indicate compliance with federal requirements associated with the funding source for this project. These requirements are outlined on the next page of this RFP.

The City will identify the top ranking firms in each of the requested service categories. One or more of these firms will be invited to a panel interview including staff and potentially one or more City Commissioners and/or General Plan Steering Committee member. The evaluation would consider both the interview and the proposal.

The most highly evaluated consultant would then be recommended for a Professional Services Agreement. Depending on the dollar amount of the services to be provided, approval of the Agreement would be either by the City Manager (under \$75,000) or the City Council (over \$75,000).

B. VISUAL SIMULATION, MEETING FACILITATION, AND GRAPHIC DESIGN SERVICES

Statements of Qualifications to provide the services listed above will be evaluated using a two-step process. The first step will be to develop a short list of potential firms in each service category based on:

- Qualifications
- Prior experience and work samples
- Key personnel
- References
- Billing rates

The second step will be to contact the short-listed firms in a particular service category to request a work scope and proposal (including a fee proposal) for a specified task,

such as facilitation of a meeting, preparation of graphics, or publication design. This may occur at any point between September 2018 and the conclusion of the project in 2020.

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 "B." 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.

FEDERAL FUNDING REQUIREMENTS

Federal Requirements

For firms bidding on the Downtown Precise Plan, 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:

- **DISADVANTAGED BUSINESS ENTERPRISES (DBE)**

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.

Additional information on the DBE program may be found through the [Caltrans Division of Local Assistance \(DLAE\)](#) and the [Local Assistance Procedures Manual \(LAPM\), Chapter 9. Exhibit 4-C](#), in particular, details the required legal clauses.

- **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.

ATTACHMENTS

- A. Preliminary Work Programs for the Requested Services (Scopes 1-7)
 - 1. Environmental Review
 - 2. Transportation
 - 3. Infrastructure
 - 4. Economics
 - 5. Community Design
 - 6. Meeting Facilitation, Visual Simulation, and Graphics
 - 7. Downtown Precise Plan
- B. Standard Professional Services Agreement, Including Insurance Requirements
- C. Draft Annex I and Annex II to the Supplement Form of the City's Master Agreement with MTC (Deliverables and Funding)

Attachments A, B, and C are also available through the project website at www.sanrafael2040.org. A list of firms receiving this RFP/RFQ is also available on the General Plan 2040 project website.