



## Request for Proposal East Grand Avenue Master Plan

---

300 East Branch Street • Arroyo Grande, CA • 93420 • T: (805) 473-5400 • F: (805) 473-0386

---

May 8, 2015

The City of Arroyo Grande is soliciting the services of qualified firms/individuals to perform consulting services for the following project:

### **East Grand Avenue Master Plan**

This project will produce a comprehensive, stand-alone East Grand Avenue Master Plan (the “Plan”) for the City of Arroyo Grande (“City”). The Plan will identify and address obstacles to infill development and investment, provide a guide for redevelopment of private property, and establish the public streetscape improvements for the entire East Grand Avenue corridor, from the Highway 101 right-of-way to the City’s westernmost limit.

Successful proposals must demonstrate relevant expertise and experience in the fields of land use planning, urban design, architectural guidelines, civil and traffic engineering, and environmental analysis.

The City will conduct interviews of the top ranked firms in order to make a final selection. The interview process will include a presentation by the consultant and a question and answer session conducted by an interview panel.

If you wish to submit a proposal, please review the attached RFP and submit three (3) copies of your sealed proposal to the City, 300 East Branch Street, Arroyo Grande, California, by no later than 5:00 PM, Friday, May 29, 2015. All proposals shall be directed to Matt Downing, Assistant Planner. It is anticipated that a consultant will be selected by June 26, 2015.

We look forward to your reply. If you have any questions regarding this RFP, please contact me at (805) 473-5424 or Community Development Director Teresa McClish at (805) 473-5422.

Sincerely,

Matthew Downing, AICP  
Assistant Planner

**CITY OF ARROYO GRANDE  
EAST GRAND AVENUE MASTER PLAN  
REQUEST FOR PROPOSALS**

**PROJECT DESCRIPTION**

The City of Arroyo Grande is seeking proposals from qualified consultants to prepare a Master Plan for the East Grand Avenue corridor to achieve the goals and objectives as set forth in the City's General Plan. The Plan will identify and address obstacles to infill development and investment, provide a guide for redevelopment of private property, and establish the desired public streetscape improvements for the entire East Grand Avenue corridor. The City has taken several steps to increase commercial and housing opportunities in the corridor, including rezoning the corridor from general commercial to mixed-use, developing mixed-use guidelines and standards, and developing a streetscape enhancement plan. However, existing plans have not produced the desired level of investment, clarity of community vision, or strategy for redevelopment of the corridor over time. The proposer should pull the existing documents into one cohesive plan and modify it as necessary in accordance with economic trends and desired outcomes. The plan should consider, but not necessarily include, the following tools:

- Form-based development standards;
- SB743 Compliant Traffic Impact Analysis
- Corridor and intersection enhancements for multi-modal uses;
- Neighborhood pedestrian connections;
- Economic incentives for redevelopment;
- The creation of alleys and nodes;
- Parking infrastructure and programs.

The end product should be a stand-alone document useable as a guide to future development, replacing and superseding applicable existing documents, and easily integrated with the existing [Arroyo Grande General Plan](#). Proposers should pay thorough attention to the following project expectations:

- Maximize involvement of and sensitivity to the concerns of all stakeholders, City officials, staff, residents, property owners, businesses and advocacy groups. This element of the project will require a very high degree of public input and proven excellence in public relations from the prospective consultant is necessary in order to gain collective support for the completed plan by all stakeholders.
- Create mapping and documents that clearly explain the plan to the public and in formats that are useful, web-accessible and easily distributed.
- Incorporate existing and ongoing design, planning, budgeting, and public involvement activities already taking place within the City, and help expand the breadth, scope, and reach of these activities.
- Identify and prepare preliminary strategies to help spur desired infill development along the East Grand Avenue corridor.
- Delivery of the plan within a reasonable budget and timeframe.

**PROCUREMENT PROCESS**

The City intends to enter into an agreement with a consultant to provide professional services as described above.

The City will award a contract to the proposer with the apparent best value after the final agreement has been successfully negotiated. If no final agreement is reached between the City and the proposer with the apparent best value proposal, the City reserves the right to negotiate a contract with the proposer with the second highest score.

**I. REQUEST FOR PROPOSAL DOCUMENTS**

The Request for Proposal (RFP) documents, including the submittal requirements and the selection criteria and schedule, will be available in electronic format on the City's website at <http://www.arroyogrande.org>. The City reserves the right to reject any or all submittals or to waive any formality or technicality in any submittal in the interest of the organization.

**II. Contact Information**

Except as authorized by the City representative or as otherwise stated in the RFP, communication during the selection process shall be directed to the specified City representative. In order to maintain fair and equitable treatment of everyone, proposers shall not unduly contact or offer gifts or gratuities to any official or employee of the City in an effort to influence the selection process or in a manner that gives the appearance of influencing the selection process. This prohibition applies before the RFP is issued, through selection, as the project is developed, and extends through the award of a contract. Failure to comply with this requirement may result in a disqualification in the selection process.

All communications regarding this project shall be directed to:

Matt Downing, Assistant Planner  
City of Arroyo Grande  
300 East Branch Street  
Arroyo Grande, CA 93420  
(805) 473-5420  
[mdowning@arroyogrande.org](mailto:mdowning@arroyogrande.org)

**III. Questions and Requests for Clarification**

Proposers may submit questions or formal requests for clarification on the RFP in writing until the submittal date via email at the contact address noted above.

**IV. Submittal Due Date and Times**

Three hard copies and one electronic copy in PDF format of all required submittals must be delivered to the City, 300 East Branch Street, Arroyo Grande, California, no later than **5:00 PM, Friday, May 29, 2015**. Submittals received after the specified time will not be accepted. Please allow adequate time for delivery. If using a courier service, the submitting firm is responsible for ensuring that delivery will be made directly to the required location. PDF documents must have permissions enabled for comments and printing.

**V. Proposal Documents**

Each response to this RFP shall consist of the following:

1. Listing of applicable past performance and references;
2. Management plan, project schedule, and statement of qualifications;
3. Project proposal;

4. Contact information for the responsible party; and
5. Cost of services.

**Past Performance and References**

The past performance of all proposers shall be considered in the selection process. Each proposer shall submit a listing of client references on three (3) similar projects completed within the past five (5) years. Include contact information and one paragraph description for each project.

**Management Plan**

Proposers must develop and submit a plan demonstrating how they will manage their responsibilities, identify risks, and how risks will be mitigated. If City staff resources are to be utilized to assist in preparation of the Plan, the management plan should specify the anticipated amount of time and level of expertise that will be needed. The proposer shall address quality control, project specific criteria, risks that have been identified by the RFP and additional risks that the team has identified and state how those risks will be mitigated. As part of the management plan, proposers shall include a proposed project schedule and indicate critical dates and other information in sufficient detail for the City to determine if the time frames are reasonable. The management plan should be concise yet contain sufficient information for evaluation by the City.

**Preliminary Project Schedule**

The following is the anticipated schedule of events for the project. This schedule is a preliminary schedule and should be further refined and modified by the proposer in accordance with the proposer’s management plan.

- Issue RFP May 8, 2015
- **Proposals due to the City by 5:00 PM** **May 29, 2015**
- Top three (3) proposal interviews June 24, 2015
- Consultant selected June 26, 2015
- Award of contract July 14, 2015
- Project commencement August 2015
- Goals, Objectives, and Policies November 13, 2015
- Gateway Mixed-Use Subarea concepts November 20, 2015
- Fair Oaks Mixed-Use Subarea concepts November 30, 2015
- Highway Mixed-Use Subarea concepts December 4, 2015
- Administrative draft completed December 11, 2015
- Public hearing draft completed January 9, 2016
- Traffic Commission January 20, 2016
- Architectural Review Committee February 2, 2016
- Planning Commission February 17, 2016
- City Council adoption March 10, 2016

**Statement of Qualifications**

Each proposer shall include in the management plan a Statement of Qualifications (“SOQ”), a brief document that indicates the experience and qualifications of the firm, the project manager and other critical members of the team. It should describe what talents their team brings to the project, how their knowledge of the subject will provide benefit to the process, how the team has been successful in the past and how that relates to this project. The SOQ

should include information on similar projects that have been completed by the firm, project manager and other team members. The SOQ should also include the experience and special qualifications that are applicable to this project and/or are part of the project specific selection criteria.

### **Project Proposal**

Each project proposal shall address the following scope of work requirements.

### **Scope of Work**

#### **Work Tasks and Deliverables**

The consultant will provide professional services to accomplish all specific work tasks, plus all additional work tasks, to be proposed by the consultant, leading to the preparation, submittal, approval and adoption of the East Grand Avenue Master Plan.

The specific work tasks shown below are the minimum required, and are intended to provide guidance in preparing the proposal. Consultants are encouraged and expected to respond to this RFP with a proposal that includes additional tasks, further defined task details, and a work plan and approach necessary to accomplish each task and do so in accordance with the Project Values and Expectation as stated above.

The consultant shall provide all required labor, equipment, tools, and facilities necessary to complete the required work, including but not limited to the following:

#### **TASK 1.0 Project Initiation**

The consultant shall hold an organization and initial meeting with City staff, community stakeholders, and other concerned organizations to collect available data and published materials, establish schedules, and establish communication channels with various stakeholders and other agencies.

#### **TASK 2.0 Existing Conditions Evaluation**

The consultant shall perform a thorough evaluation of existing conditions and issues, as well as review existing Design Guidelines and Standards and Enhancement Plans. The consultant shall also review related plans of adjacent communities to provide continuity of the Master Plan. The results of the existing conditions evaluation shall be summarized in a report to be submitted to the City for review and approval.

#### **TASK 3.0 Economic Market Study**

The consultant shall complete a real-estate market study to aid in the estimation of amount of development to occur in the next 10 to 25 years. This study should then be related to the development potential of land already zoned for development in the East Grand Avenue Master Plan area.

#### **TASK 4.0 Public Participation Program**

The consultant shall coordinate with City staff to create an effective public participation approach that will engage the community with proven approaches for finding consensus among stakeholders, which is essential to policy development as well as to long-term implementation of the Plan. The public participation program should be developed in light of existing planning documents previously developed, including the Design Guidelines and Standards for the Plan

area and the East Grand Avenue Enhancement Plan. The public participation may include the following items: public meetings for obtaining public input, feedback, and information exchange; project website for public information (with assistance of City staff), education, and feedback; media releases to newspapers, radio, television, and online/social media sources; media publicity communications, such as developing local interest articles; GIS mapping and high quality graphics for public presentation. All meetings will be held in facilities accessible to all Arroyo Grande residents. The public outreach efforts should be designed to include a broad range of interested organizations and individuals.

*TASK 5.0 Prepare Draft Master Plan*

The consultant shall prepare goals, objectives, and policies (GOP) for the implementation of the proposed plan, as well as phased subarea concepts leading to the completion of an Administrative Draft for staff review and comment. These GOPs and subarea concepts should be completed in the following order with anticipated delivery dates.

*TASK 5.1 Goals, Objectives and Policies of the Plan*

Anticipated delivery date: November 13, 2015

*TASK 5.2 Gateway Mixed-Use Subarea Concepts*

Anticipated delivery date: November 20, 2015

*TASK 5.3 Fair Oaks Mixed-Use Subarea Concepts*

Anticipated delivery date: November 30, 2015

*TASK 5.4 Highway Mixed-Use Subarea Concepts*

Anticipated delivery date: December 4, 2015

*TASK 5.5 Complete Administrative Draft*

Anticipated delivery date: December 11, 2015

Additionally, the consultant shall prepare a Public Hearing Draft that addresses staff comments. All public hearing notices shall be prepared by the consultant. City staff will be responsible for reviewing and publishing public notices.

*TASK 6.0 Final Master Plan*

Following approval by City staff, the consultant will present the Final East Grand Avenue Master Plan to the City of Arroyo Grande Traffic Commission, Architectural Review Committee, Planning Commission, and City Council for their consideration, approval, and adoption.

*TASK 7.0 Written Recommendations for Code Amendments*

Upon final adoption of the Plan, the consultant shall provide staff with written recommendation on modifications or amendments to the Development Code, in order to ensure consistency with these documents and aid in implementation of the GOP.

**Budget**

Provide a proposed budget identifying each task, projected hours for completion, and staff and hourly rates.

## **Final Scope of Work**

The Final Scope of Work document shall be negotiated and executed prior to the start of work. Should the City and consultant be unable to come to a negotiated agreement, the contract may be negotiated and awarded to the second highest scoring proposal.

### **VI. Selection Criteria for Professional Services**

The following criteria will be used in ranking each of the proposers. The proposer that is ranked the highest will represent the best value for the City. The criteria are not listed in any particular order. The City will consider all criteria in performing a comprehensive evaluation of each proposal. Weights have been assigned to each criterion in the form of points.

- A. Past Performance Rating (10 Points). Each proposer will be given a past performance rating. The rating will be based on the performance of the proposer in completion of the three previous projects as submitted with the proposal.
- B. Project Proposal (45 Points). The merits of each proposal will be evaluated by the City in relation to the following:
  - 1. Apparent understanding of the Project Description – How well has the proposer demonstrated a thorough understanding of the issues and concerns embodied in the Project Description?
  - 2. Comprehensiveness of the response to the RFP – Has the proposal properly addressed each of the requirements and suggestions identified within the RFP, and paid adequate attention to each element?
  - 3. Creativity and Professionalism – Has the proposer demonstrated both creativity and a professional approach to addressing the issues and needs identified in the RFP? Are the proposals realistic and attainable?
- C. Strength of Team and Management (25 Points). Based on the proposals, the interview, and management plan, the City shall evaluate the expertise and experience of the proposer and the project lead as it relates to the project in size, complexity, quality, duration, etc. Consideration will also be given to the strength brought to the proposal by critical consultants including how they were selected and the success the proposer has had in the past with similar projects.
- D. Schedule (10 Points). The proposer's schedule will be evaluated as to how well it meets the objectives of the project. The proposer shall identify in the project schedule all major work items with start and stop dates that are realistic and critical. The completion dates shown on the schedule will be used in the contract. A Critical Path or similar schedule approach is preferred.
- E. Local Knowledge (10 Points). The proposer's knowledge of the local and regional plans for the area and their past involvement with jurisdictions in the area will be evaluated as to how well issues of the area are known.

**TOTAL POSSIBLE: 100 POINTS**

**VII. Selection**

The City shall make the final consultant selection based on the above criteria.

**VIII. Form of Agreement**

At the conclusion of negotiations, the selected consultant will be required to enter into a Consultant Services Agreement.

**IX. Licensure**

The consultant shall comply with and require its sub-consultants to comply with the license laws of the State of California.