

# ***REQUEST FOR PROPOSALS***

## ***Consultant Service to Conduct Studies and Prepare Recommendations for R-1 Neighborhood Development Standards for One Single Family Residential Neighborhood***



June 2016

**RFP Released: June 2, 2016**

**RFP Questions Due: June 12, 2016**

**RFP Submissions Due: July 1, 2016**

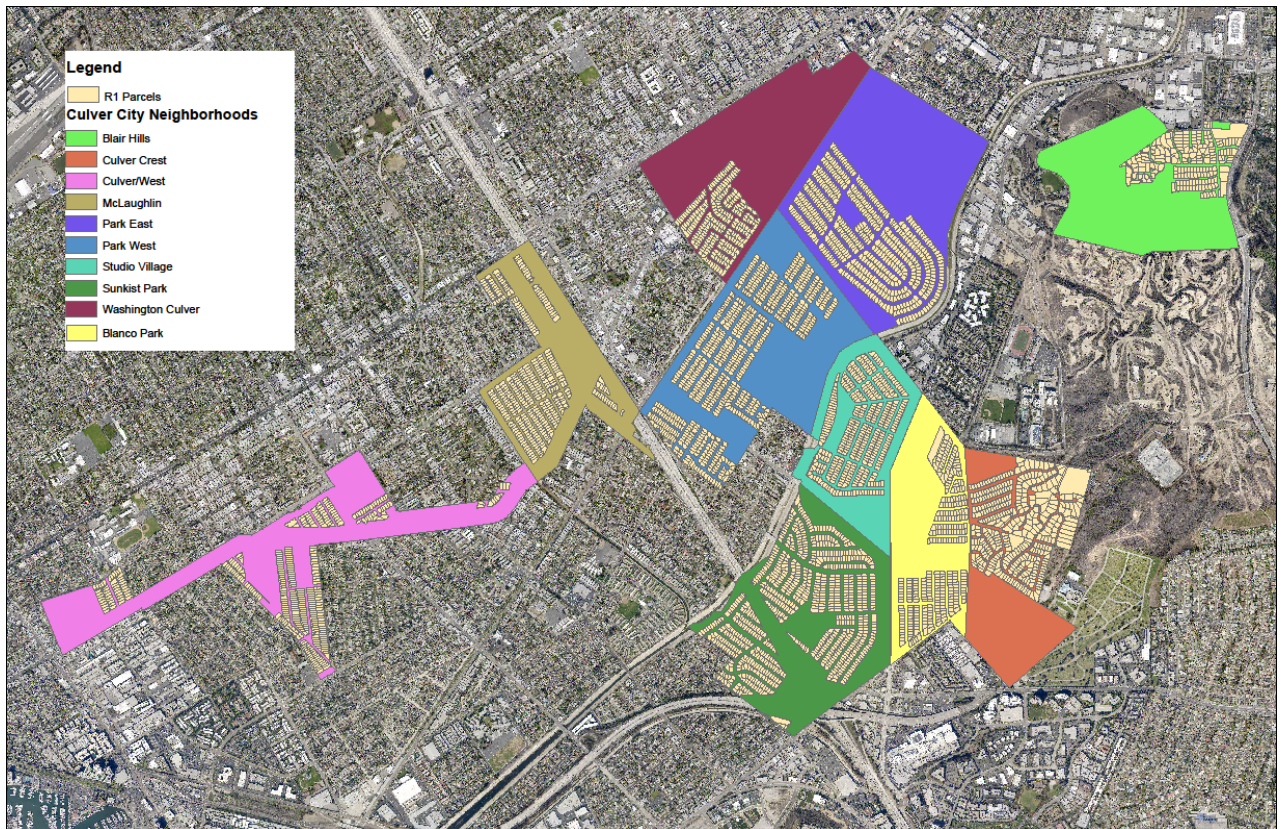
**Project Manager: Thomas Gorham, Planning Manager  
Community Development Department/Planning Division  
9770 Culver Boulevard  
Culver City, CA 90232**

## **SECTION I – PROJECT DESCRIPTION**

The City of Culver City invites qualified planning and urban design firms to respond to a Request for Proposal (RFP) to conduct studies and prepare recommendations for R1 zone development standards to address the impacts of larger single family homes on neighborhood character, privacy and quality of life.

On January 4, 2016 the City Council adopted Ordinance No. 2016-001 which became effective on February 3, 2016 (Ordinance) amending the City's R1 development standards including reduced FAR, lot coverage, setbacks, second floor stepbacks, basements, height, driveway placement and garages, balconies and other similar measures. During deliberations on the introduction of the Ordinance, the City Council directed staff to research and prepare a report on the use of consultant services to prepare additional measures including zoning code amendments, design guidelines, and/or overlay zones related to R-1 development standards to address unique neighborhood conditions.

The City has identified 10 unique R1 neighborhoods as illustrated in the map below. Based on building permit data, the Park East neighborhood (also known as Carlson Park) has seen the biggest influx of either building additions or new construction for single family homes that resulted in structures greater than 3,000 square feet. These larger structures were perceived by the neighborhood residents to be out of scale with the existing neighborhood character. Based on this information, the Carlson Park neighborhood may be a good starting point to focus on and examine unique neighborhood conditions and study potential additional measures to address neighborhood compatibility.



The recently adopted R1 zoning code amendments noted above would be the starting point for study of additional development standards and/or tailored measures on a neighborhood basis. In addition, the City has in place Design Guidelines for specific Multi-Family zones that could also be helpful in the preparation of design guidelines for single-family neighborhoods. The selected consultant working with City staff will identify one specific neighborhood to study and will conduct outreach and community meetings to obtain feedback from as many residents as possible. A central information source, such as a web page or other online tool would be developed to facilitate community dialogue and extend outreach to those who cannot attend community meetings.

The final recommendations will be reviewed by the Planning Commission and approved by the City Council

## **SECTION II - SCOPE OF SERVICES**

1. Background Review & Goals: Meet with City staff to establish project goals and objectives and confirm the project schedule. Review relevant plans and policies, including: Culver City Zoning Code; Design Guidelines, relevant sections of the General Plan, and relevant design guidelines and Zoning Code provisions from other cities.
2. Existing Conditions Analysis: Review one specific R1 neighborhood identified by the City to get an understanding of key elements of the neighborhood context and typology.
3. Community Engagement: Outreach to the community is key to the success of the project. During the review and adoption process of the updated R1 development standards, many community concerns related to larger single family homes were expressed and documented by staff. A series of neighborhood specific meetings/workshops proposing solutions should be held to engage as many members of the community as possible. Additionally, other innovative online engagement tools should be developed for the project that would provide engagement for those who are less comfortable or able to attend a meeting.
4. Identify & Prioritize Options: Identify and analyze additional Zoning Code text amendments to address specific characteristics of the various R1 neighborhoods. Make recommendations on potential Overlay zones and/or design guidelines.
5. Draft Implementing Documents: Based on outcome of recommended options, prepare draft Zoning Code Amendments, Overlay Zones, and/or Design Guidelines.

## **SECTION III - MAJOR DELIVERABLES**

1. Existing Conditions Analysis
  - Written Report on neighborhood context and typology to include prevailing conditions related to setbacks, height, lot coverage, building size, and on-site parking.
2. Community Outreach Strategy
  - Neighborhood Specific Workshops
  - Online engagement tools

3. Identify and Prioritize Options
  - Written Report on recommended Zoning Code Development Standard Revisions, Overlay Zones; and/or design guidelines
4. Draft Implementing Documents (as applicable)
  - Zoning Code Text Amendments
  - Overlay Zones
  - Design Guidelines

The Consultant's presentation materials and draft documents should be graphically appealing, concise and organized. The materials should utilize graphics to provide easy to read and engaging reports and print materials that are easy to use on-line.

5. Presentation to Planning Commission and City Council
  - 2 Planning Commission Meetings
  - 2 City Council Meetings
6. Final Products (as applicable)
  - Draft Zoning Code Text Amendments per City requirements
  - Overlay Zones
  - Design Guidelines

Proposing firms are expected to use the Scope of Services and Deliverables as a guide only. The Consultant shall identify all of the tasks required and recommended deliverables to complete the project.

#### **SECTION IV - PRELIMINARY PROJECT SCHEDULE**

June 2, 2016	RFP Released
June 12, 2016	RFP Questions Due
July 1, 2016	RFP Submissions Due
July 2016	Consultant Interviews
July 2016	Consultant Selection and Contracting
August 2016	Project Kick-off
August -November 2016	Community Engagement,
December 2016	Draft Documents
January 2017	Planning Commission Review
February 2017	City Council Review and Adoption

## **SECTION V SERVICES / INFORMATION PROVIDED BY THE CITY**

The City will provide the following items and/or services to the Consultant for use in preparing the Study when applicable:

- Applicable Zoning Code Sections
- General Plan Land Use Element
- Multi-Family Residential Neighborhood Design Guidelines
- Previous Staff Reports, meeting minutes, resolutions and background material related to recent R1 development standard zoning code text amendment.
- Other items as identified and requested by the Consultant

## **SECTION VI – PROPOSAL SUBMITTAL REQUIREMENTS**

To be considered, firms must send three (3) color original (one copy of which must be single-sided and unbound), and one (1) electronic (searchable PDF copy of entire proposal on a disc or memory stick) containing the following information:

Please use the following format:

1. Letter of Introduction: - Include the Consultant's basic understanding of the proposal and why the Consultant is the best firm to complete the scope of services.
2. Firm Qualifications: Provide a brief overview of the firm(s) performing similar planning policy and/or design guidelines, their qualifications in working with various municipal departments, commissions, elected officials, and community members, and a description of any special services, expertise, or abilities that the firm(s) can utilize in the performance of the scope of services described herein.
3. Firm Experience: Describe experience related to, neighborhood design guidelines, and/or policy planning projects, with projects of similar size and scope. Provide references from at least three (3) municipalities and/or public agencies with relevant projects.
4. Project Leadership: Designate the individual who will be the primary point person with City staff and oversee the scope of services. Describe the Project Leader's qualifications, outline their primary responsibilities, and provide examples of relevant projects of similar scope and size that demonstrate the Project Leader's ability to successfully oversee projects that are completed on time and within the budget.
5. Project Team: The Project Team should include planners, architects with experience in outreach, planning policy and design guidelines.

- Provide an organization chart that identifies the key members of the project, their firm, title, and assigned role within the project team.
  - Briefly summarize the major responsibilities of each team member and the primary tasks they will be working on.
  - Include resumes for all team members that highlight relevant projects and qualifications to complete the tasks assigned.
  - A list of sub-consultants, if any, proposed to assist the prime consultant. This list shall also include the sub-consultants' qualifications pertinent to this project.
6. Resource Matrix and Schedule: Provide a resource allocation matrix that list detailed tasks in rows and the appropriate individual (job title only). The number of hours these individuals will be working on each task listed shall be included in adjacent columns. The resource allocation matrix and the project schedule are required of both the primary Consultant, as well as any sub-Consultant. Failure to do so will result in the Consultant's Proposal being deemed incomplete and it shall not receive further consideration.
7. Approach and Work Plan: Describe the firm's approach and work plan for completing the Scope of Services in this RFP, as well as the level of involvement and interaction with City staff anticipated Include any other tasks your team will perform that may not be listed in the Scope of Services.
8. Project Timeline: Detail an anticipated project timeline from start of work to deliverables. Provide your anticipated project schedule based on commencing the project on August 1, 2016.
9. In a separate sealed envelope provide a not-to-exceed fee schedule for the project. The "Project fee schedule" shall be broken down by tasks and shall include, but not be limited to, all professional consultant services necessary to complete the work covered by this proposal. The fee should be broken down, at a minimum:
- a. A "project fee schedule" indicating the fee for individual tasks with a "not to exceed fee" which shall be the sum of all tasks.
  - b. The number and classification of personnel required and the number of anticipated hours. The hourly rates for all employee classifications that may be billed to the project.
  - c. The cost of printing materials submitted to the City and others for review, mileage, telephone services, mailing/delivery, and incidental costs associated with the preparation of the deliverables shall be included in the cost proposed for other tasks.

10. **Do not use the Culver City seal and font anywhere in the proposal. Avoid fancy glossy front sheets or plastic report covers. Staple your proposal; do not bind it. Keep the proposal as short as possible – maximum 20 pages, not including fee schedule.**

## **SECTION VII – PROPOSAL EVALUATION CRITERIA**

The following criteria will be considered in the evaluation process:

1. Firm experience and demonstrated ability to deliver high quality, innovative work for relevant projects of similar complexity.
2. Ability to perform the required services competently and expeditiously. Record of the consultant in accomplishing work within required time and budget constraints.
3. Staff experience and demonstrated ability to work well with community groups, commission members, elected officials, and City staff.
4. Demonstrated ability to provide clear and compelling presentations to community members, commission members, and elected officials.
5. Demonstrated ability to deliver planning, projects and/or design guidelines that exhibit excellent writing quality and use of high quality graphic design that communicate clearly and are engaging and accessible to the general public.
6. Responsiveness to this RFP and the completeness and clarity of the information provided.
7. Understanding of the approach; tasks, and methodology necessary to complete the required services. Capability of developing innovative or advanced techniques.
8. References

The highest ranking firm(s) may be asked to come in for an interview. After a Consultant is selected, the Community Development Director and Planning Manager will initiate final contract negotiation. If an agreement on the fee cannot be reached, the City reserves the right to end negotiations and enter into negotiations with another firm.

The proposed fee is not intended to be the governing factor in the selection process but will be considered. The proposed fee must be submitted in a sealed envelope, separate from the proposal.

While it is the intention of the City to complete the full Scope of Services provided above in an uninterrupted sequence, the City reserves the right in consultation with the top candidates to narrow the final scope of services to reflect project budget constraints. As such, the final scope of services could be revised.



## **SECTION VIII - SOLE AUTHORITY**

### **Rights of Rejection**

The City intends to award a contract to the respondent that demonstrates the highest level of expertise and capabilities to provide the requested services. The City reserves the right to reject any and all proposals or to re-issue the RFP when such action shall be considered in the best interest of the City.

By submitting a response to this RFP, prospective consultants waive the right to protest or seek legal remedies whatsoever regarding any aspect of this RFP. In addition, the City reserves the right to issue written notice to all participants of any changes in the proposal submission schedule or submission requirements, should the City determine in sole and absolute discretion that such changes are necessary. The City also reserves the right to approve all individuals and firms, if any, to be retained by the prime consultant. The City's policy is to screen consultants based upon their proposal and project reference checks.

## **SECTION IX - PAYMENT TO CONSULTANT**

1. This work is to be performed for a "Not-to-Exceed Fee."
2. The Consultant shall provide a "Project Fee Schedule" indicating the fee for individual tasks with a "Not-to-Exceed Fee" which shall be the sum of all tasks by part, phase, and milestone.

The City will pay the Consultant for work completed based on milestones completed and accepted by the City. The City shall make sole and final determination if a milestone as described above is complete and acceptable for payment.

3. Monthly invoices will specifically identify job title, person-hours, and costs incurred and previously completed by each task.
4. The Consultant shall not perform any work beyond the scope of service in the "Agreement for Professional Consultant Services," unless an "Amendment to the Agreement" is executed between the City and Consultant.
5. The Consultant shall receive no compensation for any re-work necessary as result of the Consultant's errors or oversight.

## SECTION X - PROPOSALS DUE

The proposer should mail, courier, or hand deliver (Three (3) color original (one copy of which must be single-sided and unbound), and one (1) electronic (searchable PDF copy of entire proposal on a disc or memory stick)

**By** \_\_\_\_\_ to the address shown below.

Proposals received after this time and date will not be considered and may not be returned. Postmarks will not be accepted as proof of receipt. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals will be considered.

City Hall business hours are 7:30 am - 5:30 pm, Monday through Friday, City Hall is closed alternate Fridays. City Hall is closed XXXX.

Proposals are to be sent to:

Thomas Gorham  
Planning Manager  
Culver City Community Development Department  
Planning Division, City Hall 2<sup>nd</sup> floor  
9770 Culver Boulevard  
Culver City, CA 90232-0507

Proposal Delivery:

Proposals shall be enclosed in envelopes plainly marked with the following information:

Proposal: Proposal for Consultant Services to Conduct Studies and Prepare Recommendations for R-1 Zone Development Standards"

Name of Firm  
Name of Contact Person  
Address  
Telephone Number  
Email Address

## SECTION XI - RFP QUESTIONS

Any questions regarding this RFP should be emailed to Thomas Gorham at [Thomas.gorham@culvercity.org](mailto:Thomas.gorham@culvercity.org) by \_\_\_\_\_

No questions regarding this RFP will be answered over the phone. Proposers that contact City personnel or City Council members after the City releases the RFP and

throughout the evaluation period may have their proposals disqualified from consideration.