

# ***REQUEST FOR PROPOSALS***

## ***Consultant Service to Conduct a Visioning Study and Prepare Recommendations for the Culver City Transit Oriented Development (TOD) District***



September 2016

RFP Released: September 14, 2016  
RFP Submissions Due: October 14, 2016  
Contact: Sol Blumenfeld, Community Development Director  
Community Development Department  
9770 Culver Boulevard  
Culver City, CA 90232

## **SECTION I – PROJECT DESCRIPTION**

The City of Culver City invites qualified urban planning firms with traffic planning expertise to respond to a Request for Proposal (RFP) to conduct a visioning study (Study) and prepare recommendations for the Culver City Transit Oriented Development (TOD) District. The Study will focus upon issues of local mobility and area circulation within the TOD District. (Please see Attachment No. 1 – Area Map)

On May 9, 2016, the City Council authorized issuing an RFP to conduct a Culver City TOD District visioning study and prepare recommendations that can be used to inform the planning, design and operation of future TOD development projects and area mobility improvements.

### TOD District Background

The City has been engaged in planning and implementing a TOD District for approximately 10 years. It has identified potential redevelopment sites, assembled property, rezoned land to accommodate transit oriented development uses, obtained development rights on Los Angeles County Metropolitan Transit Authority right of way, established an elevated Culver City Expo Station, entitled several sites for transit oriented development, implemented a TOD District Streetscape Plan and improved streets for bike lanes and sharrows to make the area walkable and bikeable.

The City's overall plan has been to create a higher density transit served neighborhood that provides new high quality housing, retail and employment opportunities to help improve regional mobility and air quality by reducing local reliance on the automobile. Many of the City's TOD planning objectives have been realized.

### Purpose of the Visioning Study

The intent of the Study is to build on the strengths of the TOD District, examine area mobility and circulation and plan for the next decade and beyond of transit oriented development by establishing a comprehensive and effective program of alternative transit and mobility improvements to address first and last mile mobility and local circulation needs. Specifically it will identify ways to reduce area traffic congestion, eliminate area cut-thru traffic and focus on multimodal measures to address area circulation needs based upon the experiences of other cities. The Study will help inform future TOD branding, development goals and affordable housing programs as related to transit use and density and future work on the City's General Plan Update.

## SECTION II - SCOPE OF SERVICES

1. Background Review & Goals and Objectives: Meet with City staff and key stakeholders to discuss project goals and objectives and confirm the project schedule. Review relevant plans, policies and permits, including recently entitled TOD projects; relevant sections of the General Plan, Zoning Code, Bicycle and Pedestrian Master Plan and TOD District Streetscape Plan; and provide research from other cities with TOD Districts that may help inform the Study. Examine existing and proposed land uses to identify potential traffic and circulation considerations.
2. Existing Conditions Analysis: Review, survey and document existing traffic and circulations conditions in the TOD District and surrounding residential neighborhoods including the Downtown, Helms Bakery District and Culver City Arts District to get an understanding of the neighborhood context and to determine how the various TOD projects in the District may work together relative to mobility and local circulation and to reduce reliance on automobiles. Examine traffic speeds and volumes, accidents, school routes, cut through traffic and traffic controls. In addition, provide a multimodal assessment of existing traffic conditions and provide related recommendations.
3. Community Engagement: Conduct a combination of 8 workshops and walkshops with stakeholders to identify community concerns related to area traffic and circulation. The workshops and walkshops should engage as many members of the community as possible including, local stakeholders, area residents, businesses, developers and transit riders. Additionally, other innovative online engagement tools should be developed for the project that would provide engagement opportunities for those who are less comfortable attending a meeting.
4. Identify & Prioritize Options: Identify specific traffic and circulation patterns of the TOD District developments (existing and proposed) and recommend a method for analyzing the cumulative traffic impacts of all future TOD projects that may potentially develop within the study area boundaries based upon potential area build-out. Determine what holistic mitigation efforts are necessary to address the impacts. Identify potential innovative traffic control measures, potential mobility improvements and a method to implement them to address the Existing Conditions Analysis.
5. Identify the planning and legal parameters: Identify the legal tools available to address the identified impacts such as capital improvements, city or privately funded studies, ordinances, regulations, permit conditions and/or city plans and provide implementation recommendations.
6. Draft Implementing Visioning Summary Report: Prepare draft Visioning Summary Report with narrative and priority recommendations in matrix form for public presentation. Present the Visioning Summary Report to City Council.

### **SECTION III - MAJOR DELIVERABLES**

1. Existing Conditions Analysis
  - Written Report on neighborhood context with supporting maps and data of existing traffic and circulation conditions.
2. Community Outreach Strategy
  - Summarize method and outcome of neighborhood workshops including walkshops and workshops
  - Identify online engagement tools
3. Identify and Prioritize Options
  - Written Report on recommended implementation measures with summary matrix of priorities.
4. Presentation to City Council – Prepare presentation materials and draft documents that are graphically clear and communicative, concise and well organized. The materials should utilize graphics to provide easy to read and engaging reports and print materials that are easy to use on-line.

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

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

September 14, 2016	RFP Released
October 17, 2016	RFP Submissions Due
November 1, 2016	Consultant Interviews
November 14, 2016	Consultant Selection and Contract Approval
November 21, 2016	Project Kick-off
November - February 2017	Community Engagement/Workshops
February - March 2017	Draft Document
March 2017	City Council Hearing / Review

### **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:

- Existing TOD entitlements, reports, plans
- Relevant Zoning Code sections
- General Plan Land Use and Circulation Element
- Previous staff reports, resolutions and background material
- Summary of potential development projects\
- Summary City Affordable Housing Programs
- 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: Describe the firms basic understanding of the proposal and why it is the best qualified to complete the scope of services.
2. Firm Qualifications: Provide a brief overview of the firm, identifying similar planning policy documents that the firm prepared and listing its qualifications in working with various municipal departments and community groups and specific experience with community outreach and engagement. Provide a description of any special services and expertise that bear upon the performance of the required scope of services.
3. Firm Experience: Describe experience in neighborhood policy and planning studies and related public outreach 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 Manager qualifications, outline their primary responsibilities, and provide examples of relevant projects of similar scope and size that demonstrate the ability to successfully administer the project.
5. Project Team: The Project Team should include planners, architects and other design professionals with experience in outreach, planning policy and development guidelines.
  - Summarize the key team members, their title, and assigned role.
  - Include resumes for all team members that highlight relevant projects and qualifications to complete the tasks assigned.

- Identify any sub-consultants proposed to assist the prime consultant and include the sub-consultants' qualifications pertinent to this project.
6. Resource Matrix and Schedule: Provide a resource allocation matrix that details the tasks and the appropriate individual by job title and the number of hours these individuals will be working on each task.
  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 with an expected commencement date of September 19, 2016.
  9. Project Fee: Provide a "project fee schedule" broken down by tasks for all professional consultant services necessary to complete the work covered by this proposal and include the number and classification of personnel required and the number of anticipated hours, their hourly rates. Include the cost of printing materials submitted to the City, 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, elected officials and City staff.
4. Demonstrated ability to provide clear and compelling presentations to community members and elected officials.

5. Demonstrated ability to deliver planning, design and innovative mobility recommendations with high quality graphics 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
9. The highest ranking firm(s) may be asked to come in for an interview. After a Consultant is selected, the Community Development Director 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.
10. The proposed fee is not intended to be the governing factor in the selection process but will be considered.
11. 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 copy (searchable PDF copy of entire proposal on a disc or memory stick) of the proposal **By** \_\_\_\_\_ to the address shown below.

Proposals received after his 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. .

Proposals are to be sent to:

Community Development Director  
Culver City Community Development Department  
City Hall 3<sup>rd</sup> floor  
9770 Culver Boulevard  
Culver City, CA 90232-0507

Proposal Delivery:

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



*Proposal: Proposal for Consultant Services to conduct a Visioning Study for the Culver City Transit Oriented Development District.*

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 Sol Blumenfeld, Community Development Director – [Sol.Blumenfeld@CulverCity.org](mailto:Sol.Blumenfeld@CulverCity.org)

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.