



# City of Culver City

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## Staff Report Details (With Text)

**File #:** 18-050      **Version:** 1      **Name:** GPU - Draft RFQ and RFP outline  
**Type:** Minute Order      **Status:** Action Item  
**File created:** 7/13/2017      **In control:** City Council Meeting Agenda  
**On agenda:** 8/14/2017      **Final action:**  
**Title:** CC - (1) Discussion of Draft Request for Qualifications (RFQ) and Outline Request for Proposals (RFP) for the General Plan Update (GPU) and the Summary Matrix of Best Practices; and (3) Direction to the City Manager as Deemed Appropriate.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Att 1\_Draft RFQ.pdf, 2. ATT No. 2\_General Plan Update Draft RFP Outling.pdf, 3. Att 3\_Matrix\_v2.pdf

Date	Ver.	Action By	Action	Result
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**CC - (1) Discussion of Draft Request for Qualifications (RFQ) and Outline Request for Proposals (RFP) for the General Plan Update (GPU) and the Summary Matrix of Best Practices; and (3) Direction to the City Manager as Deemed Appropriate.**

**Meeting Date:** August 14, 2017

**Contact Person/Dept:** Ashley Hefner/CDD

**Phone Number:** (310) 253-5744

**Fiscal Impact:** Yes ☐ No ☒

**General Fund:** Yes ☐ No ☒

**Public Hearing:** ☐      **Action Item:** ☐      **Attachments:** ☒

**Commission Action Required:** Yes ☐ No ☒      **Date:**

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (08/09/17)

**Department Approval:** Sol Blumenfeld, Community Development Director (07/17/17)

### RECOMMENDATION

Staff recommends the City Council (1) Discuss the draft Request for Qualifications (RFQ) and outline Request for Proposals (RFP) for the General Plan Update (GPU) and the Summary Matrix of Best Practices; and (2) Direct the City Manager as Deemed Appropriate.

## **BACKGROUND**

On July 10, 2017, City Council received a presentation from staff on possibilities for the GPU process and content and directed the City Manager to return to the August 14, 2017 City Council meeting with a draft RFQ and an outline for the RFP for consultant services. In addition, City Council expressed interest in further discussion of the Summary Matrix of Best Practices which was attached to the July 10, 2017 staff report, as this item was not presented for discussion at that meeting.

## **DISCUSSION**

The RFQ process provides consultant teams with the opportunity to present their creative strengths and team experience prior to preparing detailed proposals and helps the City vet responses to further inform the RFP process. A short list of the most qualified respondents can be developed to solicit consultant teams for further review based upon the City's needs. The creation of a shortlist does not preclude other consultant teams from participating in the RFP stage at the City's discretion.

### ***Draft RFQ***

A Draft RFQ (attached) identifies existing City conditions, the City's goals and a conceptual work plan for delivering a GPU that is clear, understandable, and actionable and contains the tasks and timing to update existing elements, (including all State-mandated elements \*denoted with asterisks), and optional elements that could emerge as part of the engagement process. Qualified respondents are expected to demonstrate experience and proficiency in preparation of each of the required and optional elements listed.

#### **Existing Elements**

Circulation\*

Conservation\*

Housing\*      Economy (including real estate and economic

Land Use\*      development strategies, policies and programs)

Noise\*

Open Space\*

Public Safety\*

Recreation

Seismic Safety\*

Seismic Safety\*

#### **Optional Elements**

Ballona Creek-Water quality/use

Cultural planning

Equity/social justice

Governance

Healthy communities/Quality of life

Parking

Sustainability

Urban design/Placemaking

Additional topics for inclusion in the RFP scope of work may surface during the RFQ process, as the RFQ offers respondents the freedom to propose novel ways of approaching the project based on their unique experience and qualifications.

The RFQ suggests the following areas of expertise to complete the project through all phases from engagement to technical analysis:

Air quality analysis

Cultural planning

Climate change/Resiliency

Economic advisory

Environmental analysis	Greenhouse gas analysis
Urban planning/development	Urban design/Placemaking
Mobility planning	Noise analysis
Parking assessment	Stakeholder engagement
Sustainability advisory	Transportation forecasting for VMT-based
traffic model creation	

It is suggested that submissions be delivered in hard copy and electronically to the Community Development Department by a specified date and evaluated based on the following proposed criteria:

- 0% Cover letter
- 35% Firm qualifications (firm description, project list)
- 35% Staff qualifications (experience, project role, availability)
- 20% Critical review of existing plan (Housing, Circulation or Land Use element)
- 10% Fee schedule
- P/F References (Pass-Fail based review; a fail is disqualifying)

### **Outline RFP**

A draft RFP outline is attached which includes the City's required standardized language and to identify the potential project scope of work. The RFP can be organized in the following sections, consistent with the City's standard format:

- I. Request Summary: A summary of the RFP.
- II. Introduction: A community profile of Culver City, background information, instructions for submittal of proposals, instructions for questions on the RFP, a tentative schedule, and a preliminary budget.
- III. Scope of Services: Anticipated tasks and deliverables for the GPU.
- IV. Proposal Format and Content: Required format and content of proposals.
- V. Questionnaire: Standard RFP questionnaire requesting information about proposers such as general firm information, firm and team qualifications and experience, scope of service methodology, and information on fees, references, scheduling, insurance, and business tax certification.
- VI. Proposal Evaluation: Proposal evaluation process and criteria.
- VII. Other RFP Details: Supplemental terms and conditions, legal statements, and insurance requirements.

### **Summary Matrix of Best Practices**

A matrix is attached summarizing local, regional, national, and international planning and engagement best practices. The matrix was attached to the July 10, 2017 staff report for City Council

review and discussion. A revised version of the matrix has been attached to the staff report which provides additional information on steering committees/general plan advisory committees.

### **Next Steps**

- Approve and issue RFQ
- Receive and evaluate statements of qualifications
- Create shortlist of qualified consultants
- Finalize and approve RFP
- Issue RFP
- Receive and evaluate proposals
- Interview and potentially conduct practical exercise with proposers
- Evaluate proposals, interviews, and practical exercise results
- Select consultant(s) and award contract(s)
- Commence project

### **FISCAL ANALYSIS**

There is no fiscal impact associated with these discussion items.

### **ATTACHMENTS**

1. Draft RFQ
2. Outline RFP
3. Summary Matrix of Best Practices

### **MOTION**

That the City Council:

1. Discuss draft RFQ and outline RFP for the GPU and revised Summary Matrix of Best Practices; and
2. Direct the City Manager as deemed appropriate.