

DOCKET SUPPORTING INFORMATION
CITY OF SAN DIEGO**EQUAL OPPORTUNITY CONTRACTING PROGRAM EVALUATION**

DATE:

01/08
331

November 8, 2007

SUBJECT: Granville Master Plan, Planning Consultant Contract Agreement

GENERAL CONTRACT INFORMATION

Recommended Consultant: Jones and Stokes Associates, Inc.
Amount of this Action: \$ 425,000.00
Funding Source: City of San Diego

SUBCONTRACTOR PARTICIPATION

The subconsultant participation level for this action has not been determined.

EQUAL EMPLOYMENT OPPORTUNITY COMPLIANCE

Equal Opportunity: Required

This action authorizes an agreement between the City of San Diego and Jones and Stokes Associates, Inc., to provide planning services for the preparation of a Master Plan for the Grantville Redevelopment Project Area. Jones and Stokes submitted a Workforce Report for their San Diego office dated June 25, 2007, which reflects 48 employees. The Workforce Analysis shows under representation in the following areas:

African American – Professional
Hispanic – Professional
Filipino – Professional
Female – Professional

Jones and Stokes Associates, Inc. has been requested to submit an Equal Opportunity Plan to address remedies for these deficiencies.

ADDITIONAL COMMENTS

The *Work Force Analysis* is attached.

by:AMJ

File: Admin WOFO 2000

Date WOFO Submitted: 6/25/2007
Input by: SH

Goals reflect statistical labor force availability for the following: 2000 CLFA San Diego, CA

City of San Diego/Equal Opportunity Contracting
WORK FORCE ANALYSIS REPORT

FOR
Company: Jones & Stokes Associates, Inc.

I. TOTAL WORK FORCE:

	Black		Hispanic		Asian		American Indian		Filipino		White		Other						
	M	F	M	F	M	F	M	F	M	F	M	F	M	F					
Mgmt & Financial	3.3%	0	0	11.9%	0	0	6.2%	0	0	0.4%	0	0	6.2%	0	0	3	3	0	0
Professional	4.0%	0	0	12.6%	2	1	6.5%	2	2	0.5%	0	0	6.5%	0	0	17	17	0	0
A&E, Science, Computer	2.8%	0	0	7.3%	0	0	18.2%	0	0	0.3%	0	0	18.2%	0	0	0	0	0	0
Technical	6.6%	0	0	14.8%	0	0	17.2%	0	0	0.4%	0	0	17.2%	0	0	0	0	0	0
Sales	3.9%	0	0	19.5%	0	0	6.8%	0	0	0.6%	0	0	6.8%	0	0	0	0	0	0
Administrative Support	7.0%	0	0	20.8%	1	0	8.8%	0	0	0.6%	0	0	8.8%	0	0	0	0	0	0
Services	5.5%	0	0	36.9%	0	0	9.7%	0	0	0.6%	0	0	9.7%	0	0	0	0	0	0
Crafts	4.5%	0	0	25.8%	0	0	9.1%	0	0	0.7%	0	0	9.1%	0	0	0	0	0	0
Operative Workers	4.3%	0	0	38.8%	0	0	20.8%	0	0	0.3%	0	0	20.8%	0	0	0	0	0	0
Transportation	8.1%	0	0	32.1%	0	0	4.5%	0	0	0.5%	0	0	4.5%	0	0	0	0	0	0
Laborers	4.4%	0	0	54.0%	0	0	4.1%	0	0	0.5%	0	0	4.1%	0	0	0	0	0	0
TOTAL	0	0	3	1	2	2	0	0	0	0	20	20	0	0					

HOW TO READ TOTAL WORK FORCE SECTION:

The information blocks in Section 1 (Total Work Force) identify the absolute number of the firm's employees. Each employee is listed in their respective ethnic/gender and employment category. The percentages listed under the heading of "CLFA Goals" are the County Labor Force Availability goals for each employment and ethnic/gender category.

Mgmt & Financial
Professional
A&E, Science, Computer
Technical
Sales
Administrative Support
Services
Crafts
Operative Workers
Transportation
Laborers

TOTAL EMPLOYEES			Female Goals
ALL	M	F	
6	3	3	39.8%
41	21	20	59.5%
0	0	0	22.3%
0	0	0	49.0%
0	0	0	49.4%
1	1	0	73.2%
0	0	0	82.3%
0	0	0	8.6%
0	0	0	36.7%
0	0	0	15.2%
0	0	0	11.1%
48	25	23	

HOW TO READ EMPLOYMENT ANALYSIS SECTION:

The percentages listed in the goals column are calculated by multiplying the CLFA goals by the number of employees in that job category. The number in that column represents the percentage of each protected group that should be employed by the firm to meet the CLFA goal. A negative number will be shown in the discrepancy column for each underrepresented goal of at least 1.00 position.

II. EMPLOYMENT ANALYSIS

	Black			Hispanic			Asian			American Indian			Filipino			Female		
	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy
Mgmt & Financial	0.20	0	N/A	0.71	0	N/A	0.37	0	N/A	0.02	0	N/A	0.37	0	N/A	2.39	3	N/A
Professional	1.84	0	(1.84)	5.17	3	(2.17)	2.67	4	1.34	0.21	0	N/A	2.67	0	(2.67)	24.40	20	(4.40)
A&E, Science, Computer	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Technical	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Sales	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Administrative Support	0.07	0	N/A	0.21	1	N/A	0.09	0	N/A	0.01	0	N/A	0.09	0	N/A	0.73	0	N/A
Services	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Crafts	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Operative Workers	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Transportation	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Laborers	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00

Goals are set by job categories for each protected group. An underrepresentation is indicated by a negative number, but if the DISCREPANCY is less than -1.00 position, a N/A will be displayed to show there is no underrepresentation.



THE CITY OF SAN DIEGO
EQUAL OPPORTUNITY CONTRACTING
1010 SECOND AVENUE, SUITE 500
SAN DIEGO, CA 92101
PHONE (619) 533-4464 • FAX (619) 533-4474

WORK FORCE REPORT

The objective of the Equal Employment Opportunity is to ensure that contractors doing business with the City, or receiving funds from the City, will not engage in unlawful discriminatory employment practices prohibited by State and Federal law. Such employment practices include, but are not limited to the following: employment, promotion or upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation and selection for training, including apprenticeship.

NO OTHER FORMS WILL BE ACCEPTED
CONTRACTOR IDENTIFICATION

Type of Contractor: Construction Vendor/Supplier Financial Institution Lessee/Lessor
 Consultant Grant Recipient Insurance Company Other

Name of Company: Jones & Stokes Associates, Inc.

ADA/DBA: _____

Address (Corporate Headquarters, where applicable): 2600 V Street

City: Sacramento County: Sacramento State: CA Zip: 95818

Telephone Number: (916) 737 - 3000 Fax Number: (916) 737 - 3030

Name of Company CEO: John Cowdery

Address(es), phone and fax number(s) of company facilities located in San Diego County (if different from above):

Address: 9775 Businesspark Avenue, Suite 200

City: San Diego County: San Diego State: CA Zip: 92131

Telephone Number: (858) 578 - 8964 Fax Number: (858) 578 - 0573

Type of Business: Corporation Type of License: N/A

The Company has appointed: Michelle White

As its Equal Employment Opportunity Officer (EEOO). The EEOO has been given authority to establish, disseminate and enforce equal employment and affirmative action policies of this company. The EEOO may be contacted at:

Address: 2600 V Street, Sacramento, CA 95818

Telephone Number: (916) 737 - 3000 Fax Number: (916) 737 - 3030

For Firm's: San Diego Work Force and/or Managing Office Work Force

I, The undersigned representative of Jones & Stokes
(Firm Name)

San Diego CA
(County) (State)

hereby certify that information provided herein is true and correct. This document was executed on this day of 24th, 2007

Claudia Unhold Claudia M. Unhold, AICP
(Authorized Signature) (Print Authorized Signature Name)

Signature: Claudia Unhold Date: 11/28/07
Claudia Unhold, Project Manager

WORK FORCE REPORT – Page 2

NAME OF FIRM: Jones & Stokes

DATE: 8/24/07

INSTRUCTIONS: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row provided. Sum of all totals should be equal to your total work force. Include all those employed by your company on either a full or part-time basis. The following groups are to be included in ethnic categories listed in columns below:

- (1) African-American, Black (2) Latino, Hispanic, Mexican-American, Puerto Rican (3) Asian, Pacific Islander
 (4) American Indian, Eskimo (5) Filipino (6) Caucasian (7) Other ethnicity; not falling into other groups

OCCUPATIONAL CATEGORY	(1) African-American		(2) Latino		(3) Asian		(4) American Indian		(5) Filipino		(6) Caucasian		(7) Other Ethnicities	
	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)
Executive, Administrative, Managerial												3	3	
Professional Specialty			2	1	2	2						17	17	
Engineers/Architects														
Technicians and Related Support														
Sales														
Administrative Support/Clerical			1											
Services														
Precision Production, Craft and Repair														
Machine Operators, Assemblers, Inspectors														
Transportation and Material Moving														
Handlers, Equipment Cleaners, Helpers and Non-construction Laborers*														

*Construction laborers and other field employees are not to be included on this page

TOTALS EACH COLUMN			3	1	2	2						20	20	
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GRAND TOTAL ALL EMPLOYEES	48
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INDICATE BY GENDER AND ETHNICITY THE NUMBER OF ABOVE EMPLOYEES WHO ARE DISABLED:

DISABLED														
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NON-PROFIT ORGANIZATIONS ONLY:

BOARD OF DIRECTORS														
VOLUNTEERS														
ARTISTS														

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

001835

1. CERTIFICATE NUMBER
(FOR AUDITOR'S USE ONLY)
2800380 01/08
331

TO: CITY ATTORNEY	2. FROM: (ORIGINATING DEPARTMENT) CITY PLANNING & COMMUNITY INVESTMENT	3. DATE NOVEMBER 7, 2007
4. SUBJECT: (MAXIMUM OF 10 WORDS) GRANTVILLE MASTER PLAN, PLANNING CONSULTANT CONTRACT AGREEMENT		
5. PRIMARY CONTACT (NAME, PHONE, MAIL STA.) JENNIFER CORDEAU, 235-5204, MS 4A	6. SECONDARY CONTACT (NAME, PHONE, MAIL STA.) CECILIA GALLARDO, 236-6578, MS 4A	7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED: <input type="checkbox"/>

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	18542				9. ADDITIONAL INFORMATION / ESTIMATED COST: IDIS ACTIVITY # 4812
DEPARTMENT	4351				
ORGANIZATION	5113				
OBJECT ACCOUNT					
JOB ORDER	113112				
C.I.P. NUMBER					
AMOUNT	\$425,000				

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	DEPARTMENT DIRECTOR	<i>William Anderson</i> WILLIAM ANDERSON		8	DEPUTY CHIEF	<i>William Anderson</i> WILLIAM ANDERSON	11-7-07
2	CDBG	<i>Anita Pyle</i> ANITA PYLE	11-8-07	9	COO	<i>Jay Goldstone</i> JAY GOLDSTONE	
3	COUNCIL LIAISON	<i>Ed Plank</i> ED PLANK	11-8-07	10	CITY ATTORNEY	<i>Margaret Grege</i> MARGARET GREGE	11-30-07
4	AUDITOR	<i>Steph Howard</i> STEPH HOWARD	11/8/07	11	ORIGINATING DEPARTMENT	<i>Jennifer Cordeau</i> JENNIFER CORDEAU	11/9/07
5	EOCP	<i>Event Rep Memo dated 11-8-07</i>	11-8-07		DOCKET COORD:	COUNCIL LIAISON:	
6	FINANCIAL MGMT	<i>Jill O'Connell</i> JILL O'CONNELL	11/9/07		COUNCIL PRESIDENT	<input type="checkbox"/> SPOB	<input type="checkbox"/> CONSENT
7					<input type="checkbox"/> REFER TO:	COUNCIL DATE: 1/8/08	

11. PREPARATION OF: RESOLUTION(S) ORDINANCE(S) AGREEMENT(S) DEED(S)

Approve an agreement between the City of San Diego and Jones & Stokes Associates, Inc. to provide planning services for the preparation of a Master Plan for the Grantville Redevelopment Project Area in an amount of \$425,000.00.

Authorizing the Auditor and Comptroller to expend \$425,000 from Fund 18542 Community Development. Block Grant for the purpose stated above.

11A. STAFF RECOMMENDATIONS:

Approve the preceding resolution.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): 7
 COMMUNITY AREA(S): Navajo Community Plan and Tierrasanta Community Plan
 ENVIRONMENTAL IMPACT: Exempt pursuant to CEQA Section 15262.
 HOUSING IMPACT: None
 OTHER ISSUES: None

REPORT TO THE CITY COUNCIL
EXECUTIVE SUMMARY SHEET

DATE ISSUED: November 27, 2007 REPORT NO.
ATTENTION: Honorable Chair and Members of the City Council
Docket of December 4, 2007
ORIGINATING DEPT.: City Planning & Community Investment
SUBJECT: Grantville Master Plan, Planning Consultant Contract Agreement
COUNCIL DISTRICTS: 7
STAFF CONTACT: Jennifer Cordeau, (619) 235-5204

REQUESTED ACTION:

Approve an agreement between the City of San Diego and Jones & Stokes Associates, Inc. to provide planning services for the preparation of a Master Plan for the Grantville Redevelopment Project Area in an amount of \$425,000.

STAFF RECOMMENDATION:

Approve the requested action.

EXECUTIVE SUMMARY:

On June 12, 2007, the City Council initiated amendments to the Navajo and Tierrasanta Community Plans for the preparation of a master plan for Subareas A and B of the Grantville Redevelopment Project Area. The City conducted a competitive bidding process for the selection of a planning consultant for Subarea A. As a result of the competitive bidding process, the City has selected Jones & Stokes Associates, Inc. to provide the professional planning services to develop the master plan. The development of a master plan would ensure that the full range of plan development and implementation issues related to community revitalization in the Grantville area is analyzed. The master plan would evaluate some of the following issues: determination of future land uses, provision of adequate infrastructure, improvements to circulation, transit-oriented development around the trolley station and the San Diego River Park as a public open space amenity. This action will approve the consultant agreement to conduct the planning work.

FISCAL CONSIDERATIONS:

A total (not to exceed) of \$425,000 will be made available for the planning work on the project.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

On June 12, 2007, the City Council initiated amendments to the Navajo and Tierrasanta Community Plans for the preparation of a master plan for Subareas A and B of the Grantville Redevelopment Project Area.

COMMUNITY PARTICIPATION and PUBLIC OUTREACH EFFORTS:

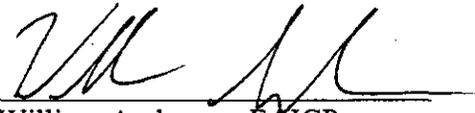
The City Planning and Community Investment Department has established a Grantville Stakeholders Committee (GSC) composed of property owners, business owners and existing community organizations to provide recommendations during the master plan process. The Department and its consultants will work closely with the GSC and other interested members of the community throughout the planning process for the master plan.

KEY STAKEHOLDERS and PROJECTED IMPACTS (if applicable):

Jones & Stokes Associates, Inc. and other stakeholders listed above, including the Navajo Community Planning Group, Tierrasanta Community Council, Allied Gardens Community Council, the San Diego River Park Foundation, the Metropolitan Transit System, and interested community members.



Betsy McCullough
Assistant to the Director
City Planning & Community Investment



William Anderson, FAICP
Deputy Chief Operating Officer
Land Use and Economic Development

BAM/WA/JC/

001839

The City of San Diego
CERTIFICATE OF CITY AUDITOR AND COMPTROLLER

CERTIFICATE OF UNALLOTTED BALANCE

AC 2800380
ORIGINATING DEPT. NO.: 065

I HEREBY CERTIFY that the money required for the allotment of funds for the purpose set forth in the foregoing resolution is available in the Treasury, or is anticipated to come into the Treasury, and is otherwise unallotted.

Amount: _____ Fund: _____

Purpose: _____

Date: _____ By: _____

AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
TOTAL AMOUNT										

FUND OVERRIDE

CERTIFICATION OF UNENCUMBERED BALANCE

I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the requirements of the Charter of the City of San Diego, that sufficient moneys have been appropriated for the purpose of said contract, that sufficient moneys to meet the obligations of said contract are actually in the Treasury, or are anticipated to come into the Treasury, to the credit of the appropriation from which the same are to be drawn, and that the said money now actually in the Treasury, together with the moneys anticipated to come into the Treasury, to the credit of said appropriation, are otherwise unencumbered.

Not to Exceed: \$425,000.00

Vendor: Jones and Stokes Associates, Inc.

Purpose: Authorize the expenditure of funds to provide planning services for the preparation of a Master Plan for the Grantville Redevelopment Project Area.

Date: November 8, 2007

By: Faye Howard-Hall *Faye Howard-Hall*
AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
001	0	18542	4351	5113	4279	000001				\$425,000.00
TOTAL AMOUNT										\$425,000.00

AC-361 (REV 2-92)

FUND OVERRIDE

AC 2800380

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

A RESOLUTION AUTHORIZING AWARD OF AN
AGREEMENT WITH JONES & STOKES ASSOCIATES, INC.
TO PROVIDE PLANNING SERVICES FOR THE
PREPARATION OF A MASTER PLAN FOR THE
GRANTVILLE REDEVELOPMENT PROJECT AREA

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That the Mayor or his designee is hereby authorized and empowered to execute, for and on behalf of said City, an agreement with Jones & Stokes Associates, Inc. to provide planning services for the preparation of a Master Plan for the Grantville Redevelopment Project Area under the terms and conditions set forth in the Agreement on file in the office of the City Clerk as Document No. RR _____ are approved.

2. That the expenditure of an amount not to exceed \$425,000 from City Planning and Community Investment Fund 18542, Department 4351 is authorized for the purpose of providing funds for the above referenced Agreement.

3. That the City Auditor and Comptroller, upon advice from the administering department, is authorized to transfer excess funds, if any, to appropriate reserves.

4. That this activity is statutorily exempt from CEQA as a planning activity pursuant CEQA Guidelines sections 15061(b)(1) and 15262.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Marianne Greene
Marianne Greene
Deputy City Attorney

MG:ca
11/30/07
Aud. Cert.: AC 2800380
Or.Dept: City Planning & Community Investment
R-2008-414
MMS# 5573

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor

001843



CITY OF SAN DIEGO

PURCHASING & CONTRACTING DEPT.
1200 Third Avenue, Suite 200
San Diego, CA 92101-4195

Proposal No. 8976-08-T

REQUEST FOR PROPOSAL

Closing Date: August 27, 2007

@ 4:00 pm P.S.T.

ADDENDUM A

Subject: Furnish the City of San Diego with Professional Planning Services for Grantville Redevelopment Project Area Master Plan

Timeline: As may be required for a period of two (2) years from date of award, with options to renew for three (3) additional one (1) year periods, in accordance with the attached specifications.

Note: Pre-Proposal Conference. See page 7 for details.

Company Jones & Stokes Associates, Inc.
Federal Tax I.D. No. 94-1730361
Street Address 9775 Businesspark Avenue, Suite 200
City San Diego
State CA Zip Code 92131
Tel. No. (858) 578-8964 Fax No. (858) 578-0573
E-Mail cunhold@jsanet.com

Name Claudia M. Unhold, AICP
[PRINT OR TYPE]
Signature* Claudia Unhold
Title Project Manager
Date August 24, 2007

*Authorized Signature: The signer declares under penalty of perjury that she/he is authorized to sign this document and bind the company or organization to the terms of this agreement.

If your firm is not located in California, are you authorized to collect California sales tax? Yes X No
If Yes, under what Permit #
City of San Diego Business Tax License #: B2005006682

SUBMITTED PROPOSALS MUST HAVE AN ORIGINAL SIGNATURE.

Cash discount terms 1 % 10 days. [Terms of less than 20 days will be considered as Net 30 for bid evaluation purposes.]

FOR CONSIDERATION AS A RESPONSIVE PROPOSAL, THE FOLLOWING IS REQUIRED:

- 1) Proposal must be submitted on official City proposal forms.
2) All information on this Request for Proposal cover page must be completed.
3) This cover page must be signed with an original signature.
4) Proposal must be submitted on or before the exact closing date and time. Proposal received after the exact closing date and time will NOT be considered. If hand delivering, please allow enough time for travel and parking to submit by the closing date and time.

Signature: Claudia Unhold Date: 11/28/07
Claudia Unhold, Project Manager

FOR FURTHER INFORMATION CONCERNING THIS PROPOSAL, PLEASE CONTACT:

THOMAS ROY, CPPB/bl9, Principal Procurement Specialist

Phone: (619) 236-6158 Fax: (619) 533-3227 E-mail: TRoy@sandiego.gov

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I. BACKGROUND, SCOPE OF WORK, AND OBJECTIVE

A. BACKGROUND

The Grantville area of the Navajo and Tierrasanta communities was established as a Redevelopment Project Area in May 2005. The project area is approximately 1,000 acres and includes portions of the San Diego River, and is located in close proximity to Mission Valley, Mission Trails Park and San Diego State University. Many of the industrial properties in the project area were constructed prior to the development of current zoning regulations and modern market demands for industrial uses. This has led to the proliferation of substandard industrial properties, which has attracted marginal and unsafe industrial uses. Industrial uses include salvage and outdoor storage operations near the San Diego River, outdoor manufacturing and vehicle repair, along with sand and gravel extraction operations. Other industrial development along Mission Gorge Place and Fairmont Avenue compete with commercial uses along Mission Gorge Road for space. Over time, commercial development has pushed many original industrial uses to other areas and created an inefficient mixture of commercial and industrial uses. Industrial uses on or near the Mission Gorge corridor include light manufacturing, auto repair and storage (indoor and outdoor).

To meet the demand for commercial space in the project area many commercial businesses must contend with inadequate parking, storage and other facilities. Due to the small size of the lots in the project area, modern development is not likely to take place without reparcelization. The amenities required for modern development include adequate landscaping, access, vehicle circulation, loading, parking, and trash enclosures.

Traffic along the Mission Gorge corridor is not only adversely affected by density of surrounding development and disconnected uses, but inadequate physical road conditions along Mission Gorge Road also contribute to unsafe travel volumes. The Interstate 8 interchange at Mission Gorge and Fairmont Avenue is severely under capacity, which leads to bottle neck conditions throughout the day. Alvarado Creek, a tributary to the San Diego River, consistently floods during high storm events, which in turn floods businesses along Mission Gorge Place.

The redevelopment area consists of three subareas A, B, and C. For the purposes of developing a master plan for the redevelopment area, plan preparation and implementation will focus on subarea A only. Sub-area A includes parcels north of I-8 on both sides of Fairmount Avenue and Mission Gorge Road. The northern boundary includes parcels on both sides of Friars Road from Fairmount Avenue to the four corners of Zion Avenue and Mission Gorge Road. The eastern boundary includes parcels on both sides of Mission Gorge Road from Zion Avenue in the north to Mission Gorge Place in the south, along with the parcels on both sides of Mission Gorge Place and portions of Adobe Falls Road. Subarea B will be planned under a discretionary permit through a master planned development permit. Sub-area C is not included in this process because the current uses, zoning and land use designations are appropriate and implement the desires of the property owners and community.

The City of San Diego City Planning & Community Investment Department (CPCI) is embarking on a comprehensive master plan for the Grantville Redevelopment Project Area. This Request for Proposals (RFP) solicits Proposers (Consultant) to perform and complete specified tasks and projects in relation the master plan process. A multi-disciplinary consulting team is desired to work with staff on the work program that is outlined in this RFP. The work program is anticipated to be completed over twenty (20) months from date of award. The City is seeking proposals from Proposer (Consultant) with expertise in the following disciplines:

1. Urban planning (lead firm): Preparation of general and area plans under California Planning Law.
2. Urban design: Analysis and projection of urban form at skyline and pedestrian scales as well as public recreational space.
3. Meeting facilitation.
4. Sustainable design and development principals.
5. Zoning ordinances: Experience in drafting and administering land use regulations for urbanized areas, with an emphasis on urban design and in particular experience with the City's Land Development Code.
6. Public facilities and parks systems studies.
7. GIS mapping and 3D visualization.
8. Visual preference survey.
9. Mobility planning and traffic studies.
10. Co-location and buffer studies.
11. Public Facilities and Parks System Studies and Phasing Plans.

Interested parties who have successfully demonstrated an ability to perform services as specified in this RFP for a city or public agency of similar size and have a successful record in providing these services are invited to submit a proposal in response to this RFP.

B. SCOPE OF WORK

The primary components of the consulting work program includes: (1) project management/administration, (2) public outreach and participation, (3) master plan and community plan amendment preparation, (4) special studies, (5) zoning program, and (6) public hearings. See Section IV, Specifications for the core requirements and deliverables and other requirements.

C. OBJECTIVE

The objective of this RFP is to make an award to a qualified Proposer that delivers multi-disciplinary professional planning services, which represents best overall value to the City meeting the specifications and requirements of this RFP.

D. TERMS AND DEFINITIONS

The following specific terms and definitions are used herein:

1. Must or shall: Used throughout this RFP to indicate mandatory requirements.
2. BAFO: Best and Final Offer
3. Contract Administrator: Successful Proposer's point of contact for implementation of project specified per this RFP. Contact information for Contract Administrator will be provided after award of contract.

II. RFP PROCESS

A. PROCUREMENT SPECIALIST – ISSUING OFFICE

Proposers who have received this Request for Proposal, (RFP) from a source other than the Procurement Specialist listed on the cover page should immediately contact the Procurement Specialist and provide their name and mailing address in order that addenda to the RFP, or other communications, can be sent to them. Proposers who fail to notify the Procurement Specialist with this information assume complete responsibility in the event that they do not receive communications prior to the closing date.

B. QUESTIONS

Proposers are responsible for reading carefully and understanding fully the terms and conditions of this RFP. All contact between Proposers and the City will be formally made at scheduled meetings or in writing through the Procurement Specialist. Requests for clarification or additional information must be made in writing to the Procurement Specialist and received at the Purchasing Division Office listed on the cover page no later than July 20, 2007. Such requests should contain the following: “QUESTIONS:”. Only written communications relative to the procurement shall be considered. Electronic mail is the only acceptable method for submission of questions. Please e-mail Tom Roy at TRoy@sandiego.gov. It is incumbent upon Proposers to verify City receipt of their questions. All questions will be answered in writing. Both questions and answers will be distributed, without identification of the inquirer(s), to all Proposers who are on record with the Procurement Specialist as having received this RFP. No oral communications can be relied upon for this Proposal. To the extent that a question causes a change to any part of this RFP, an addendum shall be issued addressing such.

C. SUBMISSION OF PROPOSALS

1. Proposals shall be:
 - a. Submitted in the format set forth herein;
 - b. Made in the official name of the firm or individual under which Contractor's business is conducted (including the official business address);
 - c. Proposers must complete and sign the RFP cover page with an original signature, by a person duly authorized to commit the successful Contractor to the contract acknowledging any addenda. Failure to submit the RFP cover page as specified will result in rejection of the Proposal;
 - d. Submitted in envelopes clearly marked with the assigned RFP number and closing date/time referenced on the outside of the envelope (lower left corner);
 - e. Separated into Technical and Price Proposal Volumes; and

- f. Addressed to the Procurement Specialist identified on the cover page of this RFP.

Proposers must submit one (1) original and six (6) copies of the Technical Volume plus one (1) original and (6) copies of the Price Proposal Volume sealed under separate cover. Attachments shall be provided in the same manner. Commingling of technical and price information or failure to submit the two (2) volumes separately and sealed may cause it to be rejected as non-responsive and not acceptable. The volumes, which contain original documents, should be clearly identified as the ORIGINAL Technical and the ORIGINAL Price Proposal Volume. Faxed Proposals will not be accepted.

D. CLOSING DATE

Proposals must arrive at the location, date, and time identified on the cover page of this RFP in the format set forth herein. There will be no public opening of the Proposals. The names of Proposers will not be released until announcement of award.

E. LATE SUBMISSIONS

Proposers mailing Proposals should allow sufficient mail delivery time to insure timely receipt by the issuing office. Any Proposal, modifications to Proposals, request for withdrawal of Proposals, or Best and Final Offers (BAFO) arriving after the closing date and time will be considered late and will only be accepted in accordance with the applicable City of San Diego's General Provisions for Proposals. Delivery of the Proposal to the specified location by the prescribed time and date is the sole responsibility of Proposers. A record of late submission, request for withdrawal, modification of a Proposal, or BAFO shall be made in the appropriate procurement file.

F. ECONOMY OF PREPARATION

Proposers shall prepare each Proposal simply and economically, providing a straightforward, concise description of Proposers' offer and capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content.

G. TWO (2) VOLUME PROPOSALS

The selection procedure for this procurement requires an independent evaluation of the technical and price Proposals. This separation allows for evaluation of technical Proposals on their technical merit only. Consequently, Proposers shall submit their Proposal in two (2) separately sealed volumes as specified below.

1. Volume I – Technical Proposal

a. Executive Summary

The Executive Summary shall contain a brief narrative or synopsis summary of how the Proposal meets the needs of the City incorporating Proposers' understanding of the background, scope of work, and objective as specified in Section I of the RFP.

b. Section IV, Specifications

The information specified herein must be addressed in the technical Proposal. Proposers must expressly indicate that the Proposal satisfies and is fully capable of providing each point of the RFP. Proposers shall provide responses to each paragraph in the same order as the RFP citing the heading and then their response. Simple "Yes", "No", or "Comply" responses to stated Specifications are insufficient. Rather, the Proposers must describe in detail how the proposed products and/or services meet or exceed the requirements of this RFP and Proposers shall state their understanding and compliance. Additionally, Proposers must explain any exception or deviation from the requirements in accordance with the applicable General Provisions for Proposals. Proposers should also include any other information they feel may be of benefit to the City.

Proposers are urged to read the Contract Documents very carefully and to submit their questions, in writing, by the due date for questions. Misinterpretation of the Contract Documents by the Proposer shall not relieve the Proposer of responsibility to perform the contract.

2. Volume II – Price Proposal

This volume consists of and must contain the following items. Proposers shall not include any technical information or Specific Provisions and Specifications in the Price Proposal Volume.

a. Completion and Signing of the RFP Cover Page

Proposers must complete and sign the RFP cover page with an original signature, by a person duly authorized to commit the successful Contractor to the contract acknowledging any addenda. Failure to submit the RFP cover page as specified will result in rejection of the Proposal.

b. Price Proposal Pages

Proposers shall submit pricing Proposals on the City's Price Proposal pages, unless otherwise stated in this RFP.

c. Additional Submittals/Forms

- (1) Proposer's References (use form on page 35).
- (2) Proposer's Statement of Subcontractors (use form on page 36).
- (3) Proposer's Statement of Financial Responsibility as specified in Section II, paragraph L (use form on page 37).
- (3) Contractor Information Form (use form on page 38).
- (4) Certification Survey (use form on page 39).
- (5) Contractor Standards Questionnaire (use form on pages 43-47). This RFP is subject to the Contractor Standards clause of the Municipal Code, Chapter 2, Article 2, Division 32, adopted by Ordinance No. O-19383. The Contractor Standards Rules and Regulations are available at www.sandiego.gov/purchasing or by request from the Purchasing Division by calling (619) 236-6000.
- (6) Contractor Certification Regarding Drug-Free Workplace Compliance (use form on page 48).

H. SUBMITTALS REQUIRED UPON PROVISIONAL AWARD

1. Insurance requirements as specified in Section III, paragraph B.
2. Taxpayer Identification number (W-9) as specified in General Provisions dated January 18, 2005.
3. Business Tax License as specified in Section III paragraph M, if not currently on file.

I. EVALUATION COMMITTEES

The Purchasing Agent shall establish separate technical and price evaluation committees to review and rate Proposals. The price evaluation committee may be composed of the Procurement Specialist and any other individuals appointed by the Purchasing Agent. The technical evaluation committee shall be composed of other individuals appointed by the Purchasing Agent.

J. ACCEPTABILITY OF PROPOSALS

The Procurement Specialist shall determine which Proposers have met the requirements of the RFP. Failure to comply with any mandatory requirement will disqualify a Proposal. The Procurement Specialist shall have the sole authority to determine whether any deviation from the requirements of this RFP is substantial in nature. The Procurement Specialist may waive or permit to be cured minor irregularities or minor informalities in Proposals that are immaterial or inconsequential in nature, whenever it is determined to be in the City's best interest.

The City may accept other than the lowest priced offer. The Procurement Specialist may conduct discussions with Proposers in any manner deemed necessary to best serve the interests of the City. The Procurement Specialist may limit the competitive range to firms highly rated technically and whose prices are considered to be reasonable by the City for purposes of efficiency. The Procurement Specialist may reject in whole or in part any and all Proposals if such is in the City's interest.

K. TECHNICAL EVALUATION

The Technical Evaluation Committee (TEC) shall conduct its evaluation of the technical merit of the Proposals in accordance with this solicitation. The Proposer must satisfy and explicitly respond to all requirements of this RFP, including a detailed explanation of how each item listed in this RFP is to be met. The last phase of this technical evaluation will be the ranking by the Committee of each qualified Proposal on technical merit.

The criteria that will be used by the Technical Evaluation Committee for the technical evaluation of Proposals for this procurement are listed below in decreasing order of importance.

1. Qualifications and experience;
2. Executive summary and specifications;
3. Past performance as indicated by references; and
4. Optional oral presentation, interview and establishment of rapport with key personnel.

The Committee may request additional technical assistance from any source. References shall be used during the evaluation process.

L. PRICE EVALUATION

The separate Price Proposal Volume will be distributed to the Price Evaluation Committee. This information will then be used to establish a ranking.

Proposers are required to submit, with their price Proposal, a statement of financial responsibility as specified in the Forms Section. This document will be used in determining the Proposers' financial responsibility.

Additionally, the City reserves the right to require, during Proposal evaluation, that Proposers provide a copy of their most current Annual Report or audited Statement of Financial Condition to include a Balance Sheet, Income Statement, and Cash Flow Statement or other acceptable financial information. These documents may be relied on in further determining Proposers' financial responsibility.

M. ORAL PRESENTATIONS

Proposers may be required to make individual oral presentations to the City Evaluation Committee, or its designated representatives, in order to clarify their Proposals. Additionally, the Proposer's key personnel may be required to be interviewed by the City's Evaluation Committee, or its designated representatives. Interviews may be by telephone and or in person. Multiple interviews may be required. The purpose of the interview of the key personnel is to determine if the City is able to establish rapport and a productive professional working relationship with these individual(s). If the City determines that such oral presentation and interview of the key personnel is needed, the Issuing Office will schedule a time and place. Proposers are required to make the oral presentation and interview of the key personnel within three (3) workdays after request by the City. Proposers should be prepared to discuss and substantiate any of the areas of the Proposal submitted, as well as its qualifications to furnish the specified products and services. Notwithstanding the possibility of a request for an oral presentation and interview of the key personnel, Proposers shall not rely on the possibility of such a request and shall submit a complete and comprehensive written response to this solicitation. Any costs incurred for the oral presentation and interview of the key personnel are the responsibility of the Proposer.

N. NEGOTIATION

The City has the right to accept the Proposal, which serves the best interest of the City, as submitted, without discussion or negotiation. Proposers should, therefore, not rely on having a chance to discuss, negotiate, and adjust their Proposals.

Proposers, who submit Proposals initially judged by the Procurement Specialist to be reasonably susceptible of being selected for award may, be asked to discuss their Proposals with the City to facilitate arrival at a contract most advantageous to the City. If the Procurement Specialist determines that discussion is in the best interest of the City, the Procurement Specialist will advise Proposers in the competitive range to submit a Best and Final Offer (BAFO) for consideration after discussions are held.

However, discussions may not be conducted if the Procurement Specialist determines either that discussions are not in the best interests of the City or that discussions need not be conducted: (a) with respect to prices that are fixed by law or regulation, although consideration shall be given to competitive terms and conditions; (b) because the time of delivery or performance does not permit discussions; or (c) because it can be demonstrated clearly from the existence of adequate competition or accurate prior price experience with the particular item that acceptance of an initial offer without negotiation would result in a fair and reasonable price.

O. CITY'S UNILATERAL RIGHT

The City reserves the unilateral right to cancel this RFP, in whole or in part, or reject all Proposals submitted in response to this RFP when such action is determined to be fiscally advantageous to the City or otherwise in the best interest of the City; the unilateral right to award a contract in whole or in part; to award a contract to one or more Proposers; to waive or permit cure of minor irregularities; and to conduct discussions with Proposers in any manner necessary to serve the best interest of the City.

P. EVIDENCE OF RESPONSIBILITY

Prior to the award of a contract pursuant to this RFP, the Procurement Specialist may require Proposer to submit such additional information bearing upon Proposer's ability to perform the contract as the Procurement Specialist deems appropriate. The Procurement Specialist may also consider any information otherwise available, but not limited to price, technical, and qualifications relative to ability, capacity, integrity, ethics, performance record, and experience of the Proposer.

Q. BASIS OF AWARD

The Procurement Specialist will recommend contract award to the responsible Proposer(s) who's Proposal is determined to provide overall best value to the City, considering the evaluation factors in this RFP, including price.

Technical ranking of Proposals will be combined with the corresponding price ranking to determine a final ranking for each Proposal. Technical merit will have greater weight than price. However, the more closely Proposals are ranked technically, the more important price will become.

R. INCURRED EXPENSES

The City will not be responsible for any expenses incurred by Proposers in preparing and submitting a Proposal or best and final offer or in making an oral presentation or demonstration.

III. SPECIFIC PROVISIONS

A. ROLES OF THE CITY OF SAN DIEGO PURCHASING AGENT, PROCUREMENT SPECIALIST, AND CONTRACT ADMINISTRATOR

The Procurement Specialist is the City of San Diego's authorized representative for all pre-contract matters related to this contract. Throughout the duration of the contract, the Purchasing Agent shall be the only individual with authority to modify any provisions of this contract including, without limitation, the statement of work, pricing, or any other sections in accordance with the applicable General Provisions for Proposals. The City's Contract Administrator or designee shall be the principal interface on behalf of the City for post-award technical matters, and shall have the authority to explain and provide further details regarding the City's expectations concerning the work to be performed hereunder and/or the items to be provided herein. The Contract Administrator or designee shall have no authority to modify any provisions of this contract.

B. INSURANCE REQUIREMENTS

All required insurance shall be submitted to Purchasing within ten (10) days of provisional award. Failure to provide the insurance certificates within the time frame specified by the City shall be cause for the Proposal to be rejected as non-responsive and not acceptable. The Proposer shall maintain insurance in full force and effect during the entire period of performance under contract. Failure to do so shall be cause for termination of the contract.

All policies must have a thirty (30) day non-cancellation clause giving the City thirty (30) days prior written notice in the event a policy is canceled. At the end of each contract year, the City reserves the right to review insurance requirements and to require more or less coverage depending upon assessment of the risk, the Proposer's past experience, and the availability and affordability of increased liability insurance coverage.

Insurance coverage must be from insurers licensed in the State of California, rated at least "A-, VI" or better by the current A.M. Best Key Rating Guide and approved by the City. Non-admitted surplus lines insurers may be accepted provided they appear on the current California List of Eligible Surplus Lines Insurers (LESLI list) and otherwise meet City requirements.

The following coverage shall be required:

1. Commercial General Liability with coverage for bodily injury, including death, and property damage with limits of at least one million dollars (\$1,000,000.) per occurrence and one million dollars (\$1,000,000.) aggregate. Coverage shall be written on an occurrence form which shall be endorsed to provide that it is primary and non-contributory to any insurance carried by the City. In addition, the City, its elected officials, officers, employees, agents and representatives shall be named as additional insureds pursuant to a separate endorsement, CG2010 (11/85) or equivalent.
2. Automobile Liability coverage with limits of at least one million dollars per occurrence, combined single limit (\$1,000,000.00 CSL) for owned, non-owned and hired vehicles ("any auto"). The City, its elected officials, officers, employees, agents and representatives shall be named as additional insureds pursuant to a separate endorsement unless the coverage is written on a standard ISO CA 00-01 policy in which case, no separate endorsement is required although the additional insured status must be noted on the certificate.
3. Worker's Compensation insurance in an amount to satisfy statutory requirements for all employees subject to the California Labor Code provisions; in addition, Employer's Liability coverage with limits of at least one million dollars (\$1,000,000.) per employee shall be provided. The policy shall be endorsed to include a waiver of subrogation in favor of the City.
4. Professional Liability insurance is required. The successful Proposer shall obtain, at its sole cost and expense, Professional Liability coverage with limits of at least one million dollars (\$1,000,000) per occurrence and four million dollars (\$1,000,000) aggregate, covering the risk of errors and omissions, negligent acts and costs of claims/litigation, including investigation and court costs. If the coverage is written on a "claims-made" form, the successful Proposer must ensure that the policy retro date is on or before the date of the award of this RFP and that coverage is maintained or the policy has a reporting period of at least three (3) years following completion or termination of the performance of professional services under this RFP.

Any deductibles or self-insured retentions are the sole responsibility of the Proposer and any deductibles or self-insured retentions in excess of ten thousand dollars (\$10,000.) shall be disclosed to and acceptable to the City.

C. GENERAL PROVISIONS

Except as otherwise specified herein, the City of San Diego General Provisions for Proposals, dated January 18, 2005, (on file in the Office of the Purchasing Agent) are incorporated as part of this Proposal and any resulting contract by reference. The General Provisions are available online at www.sandiego.gov/purchasing or via request from the Purchasing Division by calling (619) 236-6000.

By signing and/or authorizing the Proposal submittal, the Proposer acknowledges that they have read and understood the meaning, intent, and requirements of said General Provisions; and acknowledge said General Provisions are included as a part of this Proposal.

D. QUANTITIES

The estimated quantities provided by the City are not guaranteed. These quantities are listed for information purposes only. The quantities may vary depending on the demands of the City. Any variations from these estimated quantities shall not entitle the Proposer to an adjustment in the unit price or to any additional compensation.

E. INDEPENDENT CONTRACTOR

It is understood and agreed that the Proposer is an independent Contractor of the City and not an employee. The City shall not withhold income taxes, social security, or any other sums from the payments made to the successful Proposer. If the successful Proposer employs additional persons in the performance of this contract, those persons shall in no way be considered employees of the City, but rather they shall be employees or Subcontractors of the successful Proposer, and the successful Proposer bears full responsibility for compensating those persons.

F. SUBCONTRACTING

The successful Proposer shall not subcontract all or any part of the work to be performed pursuant to this request for proposal without the prior written approval of purchasing.

G. DELAYS AND EXTENSIONS OF TIME

1. The successful Proposer agrees to perform the work continuously and diligently and no charges or claims for damages shall be made by it for any delays or hindrances, from any cause whatsoever, during the progress of any portion of the work specified in this contract.
2. Time extensions will be granted only for excusable delays that arise from unforeseeable causes beyond the control and without the fault or negligence of the successful Proposer, including but not restricted to, acts of God, acts of the public enemy, acts of the City in either its sovereign or contractual capacity, acts of another Contractor in the performance of a contract with the City, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, or delays of Subcontractors or suppliers arising from unforeseeable causes beyond the control and without the fault or negligence of either the successful Proposer or the Subcontractors or suppliers.

H. SUSPENSION OF WORK

The Contract Administrator unilaterally may order the successful Proposer in writing to suspend, delay, or interrupt all or any part of the work for such period of time as he or she may determine to be appropriate for the convenience of the City.

I. QUALITY ASSURANCE MEETINGS

Proposer may be required to schedule periodic meetings during the term of the contract to discuss Proposer's performance. This meeting, should it be required, shall be scheduled at the City's request anytime during the term of the Contract. At this meeting, the City will provide Proposer with feedback and will note any deficiencies in contract performance and provide Proposer with an opportunity to address and correct these areas. Additional quality assurance meetings may be required, depending upon Proposer's performance.

J. INSPECTION, ACCEPTANCE, AND PAYMENT

The City's Contract Administrator(s) or designee(s) shall inspect the work to determine if the specifications have been provided in accordance with the Contract. The City reserves the right to determine acceptability. The City shall tie payment of invoices to the deliverables and will authorize payment after the City's acceptance.

K. POST AWARD KICK-OFF MEETING

Proposer receiving award under this solicitation may be required to attend a post award contract kick-off meeting to be scheduled by the Procurement Specialist. The Procurement Specialist will communicate the date, time, location, and agenda for this meeting to the Proposer. Pricing for the post award kick-off meeting shall be included in Section V.

L. BUSINESS TAX LICENSE

Any company doing business with the City of San Diego is required to comply with Section 31.0301 of the San Diego Municipal Code regarding Business Tax. For more information please visit the City of San Diego website at www.sandiego.gov/treasurer/ or call (619) 615-1500.

The City requires that each vendor to provide a copy of their Business Tax License, or a copy of their application receipt. Failure to provide the required documents within ten (10) business days of the City's request may result in a Proposal being declared non-responsive and rejected.

M. CONTRACT DOCUMENTS

The Contract will be deemed to incorporate the City's Request for Proposal, the Proposal Submitted (Technical Volume and Price Volume), Best and Final Offer (if any), the City of San Diego General Provisions for Proposals dated January 18, 2005 ("General Provisions"), and any exhibits, attachments, or addendums to any of the aforementioned documents. Collectively, these documents will be known as "the Contract Documents" and will constitute the entire agreement between the Parties. To the extent the Contract Documents conflict with one another, Section B.3 of the General Provisions controls the order of priority. The General Provisions are available online at www.sandiego.gov/purchasing or via request from the Purchasing & Contracting Department by calling (619) 236-6000.

N. PRECLUDED PARTICIPATION

The successful Proposer to this RFP will be precluded from participation in any follow-up contracts related to or that incorporate the findings of this RFP.

IV. SPECIFICATIONS

A. CORE REQUIREMENTS

For specific tasks, see Appendix B.

1. Project Management and Administration

- a. The Proposer must demonstrate strong project management skills and experience on projects of similar scope. The City is looking for a team headed by a project manager who can devote a committed portion of his/her time to this project over a period of 20 months. The project manager will need to manage his/her own staff and sub-consultants and be the key point of contact for the City project manager. The City's project manager shall manage the contract and provide support to the planning effort, but the Proposer project manager will be the primary person responsible for the coordination and production of the work product.
- b. Regularly scheduled coordination and status meetings will be held with City staff to review the project status and budget, obtain required City approval, make decisions and discuss issues that have the potential of adversely affecting the project budget, schedule, or product. The Proposer shall prepare meeting agendas in consultation with the City project manager, distribute agendas prior to meetings, arrange for appropriate participants to attend, and distribute meeting notes for regular project status meetings, project working group meetings, and public meetings. Meeting minutes shall be distributed within seven working days of the meeting and shall include the issues discussed, action items, and responsible parties. The project manager shall use Microsoft Project software to maintain an up-to-date project schedule.
- c. The consultant project manager shall develop, maintain, and provide to the City project manager monthly progress memos as well as biweekly verbal updates that address the progress of work, project schedule, project budget, information/decisions required to maintain the project schedule and complete deliverables, problems encountered that may affect the schedule, budget, or work products, and anticipated work, action items, and review activities for the following month.
- d. The Proposer shall provide quality control of all products prior to submittal to the City, ensure that all work is completed and deliverables provided on time according to the project schedule, and that all analyses are technically accurate and all work products are of high quality. The Proposer shall identify the person responsible for internal quality control for the project and include it on the project schedule. It is highly desirable that quality control be performed by a senior member of the Proposer who is not a member of the project team.

2. Community Outreach and Participation

- a. The Proposer, together with the City of San Diego, will work with a project stakeholder committee, which the City will organize, and will encourage extensive community input and involvement through public workshops and informational presentations. The Proposer shall provide a facilitator to conduct the meetings. The facilitator shall have experience in working with citizen and professional organizations within the urbanized communities. The process should allow input from all those affected by the plan, reach out to those often under-represented in the decision-making process, and provide feedback representative of the community at large. The selected Consulting team shall be required to work with City staff at the onset of the project to refine the outreach strategy. The outreach strategy that the Proposer shall be required to prepare, may include, but is not limited to the following:

- (1) Stakeholders group meetings and subcommittee meetings
- (2) Public workshops - minimum of five (5)
- (3) Charrette process
- (4) Focus group meetings
- (5) Walk audits
- (6) Community surveys
- (7) Presentations/updates to public officials

In conjunction with City staff, the Consultant team shall provide input to City staff on the following:

- (1) Project website
- (2) Project information brochure
- (3) Regular project newsletters
- (4) Visual displays
- (5) Media participation through interviews, public service announcements, etc.

3. Master Plan and Community Plan Amendments

- a. Proposer shall prepare a comprehensive master plan and focused community plan amendments for the Grantville Redevelopment Project Area. The redevelopment area consists of three subareas, A, B and C. For the purposes of developing a master plan for the redevelopment area, plan preparation and implementation will focus on subarea A only. Subarea B will be planned under a discretionary permit through a master planned development permit. However, the Proposer shall be responsible for effectively coordinating analysis and planning of subarea A with subarea B. Topic areas of coordination will include land use, circulation, parks and open space, public facilities and urban design.
- b. The Proposer shall work to refine the community's vision for the area and prepare up to three (3) alternative land use concept plans and, after incorporation of technical and community input, generate a recommended land use plan for consideration. As part of the master plan process, an economic and fiscal impact analysis of the three alternative scenarios and the preferred plan will be conducted under a separate contract. The land use scenarios and preferred plan may be modified based on the recommendations from the economic and fiscal analysis. Therefore, the Proposer shall be responsible for effectively coordinating the master plan work effort with the economic and fiscal analysis consultant to ensure a completed and acceptable work product.

The development of a master plan shall analyze the full range of plan development and implementation issues related to community revitalization in the Grantville Redevelopment Project Area. The master plan shall be prepared to evaluate the following:

- (1) Determination of future land uses and intensities of commercial, residential and industrial uses (including the potential for retention of existing industrial uses in the area);
- (2) The provision of adequate infrastructure;
- (3) Improvements to traffic circulation;
- (4) The potential need for additional local serving streets;
- (5) Transit-oriented development around the Grantville trolley station;
- (6) Ensuring successful connections to and from the trolley station to the community;
- (7) Creating linkages to San Diego State University;
- (8) The San Diego River as a public open space amenity;
- (9) Strategy for financing and developing public facilities such as parks, libraries, police, and fire facilities;

- (10) Development of design guidelines to ensure the implementation of high quality architecture, site planning and urban design in projects.

The master plan shall place an emphasis on sustainable design principals and policies. These policies shall implement the draft General Plan's Conservation Element and include language which encourages the use of sustainable methods and techniques including but not limited to creating community-specific policies for water and energy conservation, green buildings, and local environmental conditions.

- c. The master plan shall be an illustrative, graphically-based and action-oriented land use document that shall visually convey community goals, objectives, and recommendations. The Proposer shall demonstrate the ability to create the urban form analysis and massing studies using software compatible with the City's in-house tools for future integration and manipulation, ESRI ArcGIS 9.1 or 9.2 3D Analyst and Spatial Analysis extensions for geospatial map illustrations and analysis. Data format shall be in shapefile or geodatabase. Non-geospatial illustrations shall be Adobe Illustrator format compatible.
- d. The Proposer shall also prepare and facilitate a series of five (5) workshops with the community through the stakeholder committee on the plan elements and land use alternatives, two of which will be conducted as charrette. The first workshop will be structured as a four to six day intense charrette process and will concentrate on creating a vision for the area by focusing on land use, urban design, and mobility principles. It is desired that through this intense charrette process, significant stakeholder involvement and input will be ensured. Subsequent workshops may be topical and/or reflect phases of plan refinement, and shall be highly interactive and consensus-based.
- e. The Proposer shall conduct a visual preference survey in order to educate the community in determining which components of the plan will contribute positively to the Grantville area's overall image or features. This technique will be based on the development of one or more visual concepts of the proposed plan. Once the visual concepts are developed, they shall be used in a workshop to provide the public with an opportunity to review, study, and comment on their preferences for the features depicted by the visual representations.
- f. The Proposer shall conduct a public facilities and parks systems study including a phasing and financing plan consistent with the draft General Plan's Mobility; Public Facilities, Services and Safety; and Recreation Element's policy goals. The public facilities plan shall define the need for new public facilities including transit and transportation, libraries, public safety facilities, park and recreation facilities and new park space that are part of a system that connects to adjacent community's park and recreation facilities.

- g. The Proposer shall prepare at least three (3) screen checks of the master plan for review as well as the final draft. The Proposer shall be responsible for printing, in color, and preparing the master plan for public review and final distribution. The Proposer shall also provide the City with electronic versions of the draft documents in order to post the document to the City's website. The City will be responsible for the actual distribution of the draft master plan and associated documents.

4. Special Studies

The Proposer shall prepare the following special studies. The Proposer will identify the person responsible for internal quality control and technical accuracy for the special study and include it on the project schedule.

a. Mobility Analysis/Traffic Study

The master plan shall provide policies that will address mobility issues such as improvements to circulation, the need for additional local serving streets, transit-oriented development, connections to the trolley station and San Diego State University, conflicts between automobile, bus, bicycle and pedestrian traffic and lack of sidewalks and pedestrian amenities. The new policies shall not only tier off but shall implement the Mobility Element of the City's Draft General Plan.

The Proposer, in conjunction with the Planning Division's Mobility staff and City Transportation Engineering staff, shall prepare a mobility study that will develop, analyze and integrate the needs of pedestrians, transit, vehicular traffic, bicycles and parking throughout the Grantville Redevelopment Project Area. The mobility study will include the development of policy language to be incorporated into the master plan that supports the improvement of traffic circulation, addresses parking demand and the potential for a parking district in selected locations, promotes walkability and bicycling and improved accessibility to transit use in the Grantville Redevelopment Project Area. It will also provide policy language to enhance the aesthetics of the community with recommendations for streetscape design, including street trees and public amenities. The Proposer shall propose innovative implementation tools that will be considered for inclusion into the Implementation Element of the master plan.

The primary components of the mobility study that the Proposer shall be responsible for include:

- (1) Conducting a mobility assessment of vehicular and truck traffic, parking, transit, pedestrians and bicycles based on key intersections and street segments.

- (2) Evaluating the adequacy of the transportation system as a whole as well as along key corridors and intersections to accommodate mobility needs of the area for vehicles, pedestrians, transit, bicycles, and trucks.
- (3) Evaluating regional accessibility.
- (4) Developing mobility recommendations and conceptual streetscape designs where applicable.

The aforementioned components shall be completed for existing, future, and any alternative scenarios to be studied. The traffic study shall be prepared in conformance with the City's Traffic Impact Study Manual and CEQA requirements. The detailed scope of work is included as Appendix A.

b. Co-location and Buffer Studies

The Proposer shall prepare a co-location and buffer study to identify opportunities for employment uses and areas within the Grantville Redevelopment Project Area appropriate for locating workforce-housing opportunities while balancing the need to create a buffer between industrial and residential uses. The analysis shall also produce strategies which minimize land use conflicts and preserve the most important types of industrial land, or prime industrial land, from residential, public assembly, and other sensitive receptor land uses. Factors to be taken into consideration when preparing the study include Draft General Plan criteria that are located at the City's website

(<http://www.sandiego.gov/planning/genplan/index.shtml>).

c. Public Facilities and Parks System Study and Phasing Plan

The Proposer shall prepare a public facilities and parks system study that will evaluate the need for new public facilities including, but not limited to, libraries, fire stations, new roadway and pedestrian infrastructure, park lands, open space, recreation facilities, the San Diego river and programs designed to meet the specialized needs of the Grantville area, based on General Plan service standards, where applicable. The parks system study shall refine the policies of the draft General Plan's Recreation Element to a community-specific level. The study shall develop policies to be included in the Master Plan's Recreation Element to ensure that facilities and programs reflect community desires. The Master Plan Recreation Element shall be interconnected in varying degrees to other elements of the Master Plan.

Additionally, the Public Facilities Element will provide the financing strategy for providing the public facilities. As part of this, the study shall include an evaluation of the facilities acquisition and development costs, in order of magnitude, as well as a phasing and financing plan to implement the proposed facilities.

5. Zoning Program

- a. The preparation of a master plan could result in changes to the existing Community Plan Implementation Overlay Zone (CPIOZ) and underlying zones. The Development Services Department (DSD) Land Development Code (LDC) staff will prepare the rezoning program to implement the Grantville Redevelopment Project Area Master Plan. The Proposer shall review the proposed zones and provide feedback to ensure that the proposed zones properly implement the land use designations and plan policies. It may be necessary to develop new zones to implement mixed use village development and new industrial land use designations as outlined in the General Plan's Strategic Framework Element and 2006 Draft General Plan. The CPIOZ will be applied where community specific regulations are necessary to protect and enhance unique community characteristics. The following defines the scope of work included in the zoning program update:
 - (1) DSD staff in conjunction with the Consultant team shall revise/draft new zones as necessary to implement new land use designations and plan policies.
 - (2) In conjunction with City staff, the Proposer shall attend a community/stakeholder workshop to educate community and to solicit input on the proposed rezoning program.
 - (3) The Proposer shall test new citywide zones.
 - (4) Selected members of the Proposer shall attend Planning Commission and City Council workshops/hearings on the zoning program adoption.

6. Public Facilities Financing Plan

A new Public Facilities Financing Plan (PFFP) will be created by City staff. The PFFP will be based on the outcomes from policy language developed for the master plan. Specifically, City staff will utilize language developed by the Consultant team that is based on the public facilities and parks system study. City staff will prepare the fee schedules as part of the PFFP. It shall be the responsibility of the Proposer to incorporate the PFFP timeline into the overall project timeline to assure that the PFFP accompanies the master plan update to Council for approval. It shall be the responsibility of the Proposer to review the draft PFFP to ensure that it implements the draft policies and objectives set forth in the master plan.

7. Public Hearing Process

The Proposer shall assume that adoption of the Grantville Redevelopment Project Area Master Plan and amendments to the Navajo and Tierrasanta Community Plans shall require workshops and decision-related hearings at the San Diego Planning Commission and City Council.

8. Staff and Other Consultant Responsibilities

- a. The Grantville Redevelopment Project Area Master Plan is one element of a larger work plan that will be conducted over the 20 month period. The other components include creation of a new Environmental Impact Report (EIR) and development of a new Public Facilities Financing Plan (PFFP). The EIR components will be solicited as part of a separate RFP process. Further, a separate RFP will be issued to solicit a consulting firm to conduct an economic and fiscal analysis of the plan alternatives and preferred plan. The City intends to ensure that these separate consultant contracts are well coordinated with the master plan consultant contract to avoid duplication and inconsistencies in the work product. See Appendix B for a breakdown of Proposer responsibilities.

As stated, a separate RFP will be solicited for the EIR. The Consultant will be responsible for preparing the necessary studies in conformance with standards set forth by the City's Development Services Department, to assess impacts of the master plan. City staff will review the document for accuracy and conformance with the City's regulations. It will be critical for the master plan Proposer to work in close coordination with the EIR consultant on the traffic study and mobility plan in order to avoid duplication and inconsistencies in both work products.

- b. As part of the master plan process, an economic and fiscal impact analysis of the three alternative scenarios and the preferred plan will be conducted under a separate contract. The fiscal impact analysis will determine the impact on the City's fiscal budget at build-out. In conjunction with the economic consultant, the Proposer shall be responsible for evaluating the economic and fiscal impact analysis conclusions in order to determine if the proposed land use scenarios are appropriate based on economic and real estate market conditions and projected long-term demand and forecast ranges for industrial, office, retail and residential land uses to the year 2030.
- c. The Proposer shall be responsible for preparing the necessary studies in conformance with standards set forth by the City's Development Services Department, to assess impacts of the draft master plan. City staff will review the document for accuracy and conformance with the City's regulations.
- d. The Proposer will be responsible for providing mapping services for the master plan process, which includes the development of GIS data and hard copy and digital maps. City staff will provide the Proposer with GIS data or references to GIS data available on SanGIS needed for base maps to conduct the necessary mapping services. City staff will be responsible for preparing and sending out noticing as well as maintaining the master plan website and newsletter.

B. DELIVERABLES

1. Administration

- a. Proposer shall work with staff on refinement of schedule.
 - (1) The City Project Manager shall provide the Proposer with draft master plan schedule.
 - (2) The Proposer shall refine the draft master plan schedule in coordination with the City Project Manager to reflect the 20-month plan process.
 - (3) The Proposer shall update the schedule on a bimonthly basis and provide it to the City Project Manager and other affected parties.
- b. Proposer shall participate in regular coordination meetings with City staff.

2. Public Outreach

- a. Proposer shall conduct one (1) area-wide survey to identify issues and needs.
- b. Proposer shall provide a facilitator to conduct the meetings. The facilitator shall have experience in working with citizen and professional organizations within the urbanized communities.
- c. Proposer shall make presentations to other agencies and community organizations as necessary.
 - Staff anticipates up to ten (10) meetings to be included in the process.
- d. Proposer shall attend and participate in stakeholder meetings on issues, goals, priorities, elements and land use plan.
 - Proposer shall furnish meeting minutes to city staff and stakeholders.

3. Master Plan

- a. Proposer shall identify issues and goals related to the master plan process and prepare an outline of those issues and goals.
- b. Proposer shall develop an outline for the plan elements, land use options and travel forecast analysis.
- c. Proposer shall conduct and complete an intense community charrette process, lasting up to six days.
- d. Proposer shall conduct and complete a series of five (5) community workshops/forums related to the other plan elements.

- e. Proposer shall prepare technical studies and strategies related to the master plan. These studies include a mobility/traffic study (See Appendix A) and co-location/buffer strategy.
- f. Proposer shall develop three (3) land use alternatives as well as recommend a preferred land use alternative.
- g. Proposer shall conduct a visual preference survey.
- h. Proposer shall conduct a public facilities and parks systems strategy including a phasing and financing plan consistent with the draft General Plan's Mobility; Public Facilities, Services and Safety; and Recreation Element's policy goals.
- i. Proposer shall be responsible for effectively coordinating the master plan work effort with the economic and fiscal analysis consultant (to be done under a separate contract) to ensure a completed and acceptable work product. The land use scenarios and preferred plan may be modified based on the recommendations from the economic and fiscal analysis.
- j. Proposer shall develop master plan text and graphics. Proposer shall develop format and graphics including 3D visualization and GIS maps for inclusion into the plan element sections.
- k. Proposer shall prepare up to three (3) public review screenchecks to community stakeholders and other interested parties as well as prepare subsequent revisions.
- l. Proposer shall prepare final draft master plan and associated documents to community stakeholders and other interested parties.

4. Zoning Program

- a. DSD staff in conjunction with the Proposer will revise/draft new zones as necessary to implement new land use designations and plan policies.
- b. In conjunction with City staff, the Proposer will attend a community/stakeholder workshop to educate the community and to solicit input on the proposed rezoning program.
- c. The Proposer shall test new citywide zones.

5. Public Hearing Process

- a. Proposer shall attend up to three (3) Planning Commission hearings for the master plan and zoning recommendations.

- b. Proposer shall attend up to two (2) City Council hearings for the master plan and zoning recommendations.

C. QUALIFICATION AND EXPERIENCE

The following experience, qualifications and skills are required to successfully complete the requirements of this RFP.

1. The Proposer shall describe experience in completing similar consulting efforts and present each team member's qualifications. For each team member, describe in detail three (3) successfully completed similar projects. For each completed project, provide the name of the jurisdiction and Project Manager the Consultant team performed work for, address, telephone number, type of work performed, and dollar value of the contracts. A project currently being performed may be submitted for consideration as one of the references.
2. A primary objective of the project is to achieve community consensus on the preparation of a master plan. The Proposer shall describe demonstrated public outreach and participation expertise (including samples of public outreach and participation materials, if appropriate). Further, the Proposer shall describe facilitation experience as well as working with members of a community to reach consensus and develop a plan.
3. The Proposer shall have a minimum of three (3) years prior experience in the field of land use planning and urban design; experience in drafting and administering zoning ordinances for urban areas with an emphasis on urban design; preparation of transportation studies to include vehicular traffic, parking, transit, pedestrian and bicycle analysis; preparation of residential and industrial co-location and buffer strategy; preparation of public facilities and parks system studies; experience with environmental justice issues; familiarity with State Air Resources Board decisions; experience with industrial operations interfaces; as well as experience with community arts programs.
4. The Proposer shall describe their understanding of the community's history, demographics, and issues and opportunities as well as its relationship to other neighboring communities.
5. The Proposer shall describe experience with analyzing and applying the City's Land Development Code. The Proposer shall list team members to be involved in the zoning program update and their relevant experience using the City's Land Development Code. If the Proposer has no prior experience with the City's Land Development Code, the Proposer shall describe their experience with analyzing, applying, or updating zoning ordinances for other large urban cities.

6. The Proposer shall demonstrate that they have strong research and technical writing skills, strong observation skills, attention to detail, the ability to work independently, the ability to be responsive and flexible to input and direction from the community and City staff, and produce high-quality written materials within specified time lines.
7. The Proposer shall demonstrate that they are comfortable with and articulate in public speaking situations, and should demonstrate awareness of professional behaviors and protocols.
8. The Proposer shall be competent in the use of standard computer technology. The format for all draft and final documents shall be in Microsoft Word. The Proposer shall have strong experience using ESRI ArcGIS 9.1 or 9.2 and 3D Analyst, and Spatial Analyst extensions for geospatial map illustrations and analysis. GIS data format shall be in shapefile or geodatabase. Non-geospatial illustrations shall be Adobe Illustrator format compatible. The Consultant team shall also have sufficient experience in Microsoft Project or other similar project management software. The City will not provide any training about how to perform any of the computer-related tasks required completing the requirements of this RFP.
9. The Proposer shall submit resumes for dedicated key personnel including the Principal, Project Manager, and Staff who will be involved in the project. The Proposer shall provide contact information, including e-mail address, for the Key Personnel including any subcontractors if any.
10. The Proposer shall submit a minimum of two (2) planning document samples done in the last five (5) years relevant to the scope of work..
11. The Proposer's Key Personnel shall be assigned and dedicated to the City's account.
12. The Proposer shall be accessible, at the minimum, by e-mail and telephone, Monday through Friday between the hours of 9:00 a.m. and 5:00 p.m., Pacific Time excluding City holidays.

D. REFERENCES

Proposers are required to provide a minimum of three (3) references for each team member to demonstrate successful performance for work of similar scope to the City of San Diego as specified in this RFP during the past three (3) years. Proposer must also demonstrate that they are properly equipped to perform the work as specified in this RFP. This will enable the City to judge product reliability, performance, and other information. The City reserves the right to contact references not provided by the Proposer.

E. PROPOSERS IMPLEMENTATION PLAN

Proposers shall provide a contract implementation plan proposing procedural, operational steps, technical approach and milestones of how Contractor intends to provide the work plan with specified deliverables as previously specified. A revised schedule may be required from the Proposer(s) within ten (10) calendar days of the City's notification of provisional award.

F. OPTIONAL CONSULTING SERVICES

Provide, at the discretion of the City, optional consulting services related to the scope of work and in accordance with this RFP. Optional consulting services may be required on an as-needed basis throughout the term of the contract. The City and the Proposer(s) shall mutually agree on optional consulting services price according to task(s) and as specified in Section V of this RFP.

V. PRICING SUBMITTAL**A. PRICE PROPOSAL PAGES – INSTRUCTIONS**

Proposers shall submit their proposal for pricing on the following City's Price Proposal pages. Using the enclosed Price Proposal pages will help ensure consistency in the price evaluation. The Price Proposal pages are to be completed in full and shall be incorporated herein. Only the City's Price Proposal pages will be accepted with the exception of pricing for optional consulting services. Any deviations from the Price Proposal pages may be considered non-responsive and unacceptable.

Evaluation of award will be based on a lump sum total, fixed price all costs inclusive for the deliverables as specified in Section IV. No other charges will be considered. Progress payments may be proposed however may be subject to negotiation. Additionally, the City may withhold approximately ten (10) percent of the final payment until all services provided by the Proposer have been determined to be acceptable to the City.

Proposers may provide attachment worksheets, which include a breakdown of labor hours and other rationale used in determining their pricing for the specified and deliverables. However price evaluation will be based on prices entered on the City price pages only. Blanks on the price proposal pages will be interpreted as zero (0) and no price will be allowed.

B. OPTION TO RENEW

The City reserves the option to renew the contract for three (3) additional one (1) year periods under the terms and conditions herein stated beginning on the anniversary of the commencement of service. The renewal is contingent on a mutual agreement between the City and the Contractor with such agreement to be confirmed within sixty (60) days prior to the expiration of the contract period. Either the City or the Contractor may decline to confirm the renewal of the contract for any reason whatsoever, which shall render the renewal option null and void.

The City's initial letter offering the contractor an opportunity to renew the contract does not constitute an award of the option period. Any option acceptance must be confirmed by the City, in writing, before it becomes valid.

The City will not grant an option, if the contractor requests an increase which exceeds the average percentage variant for the previous twelve (12) months in the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the San Diego area as published by the Bureau of Labor Statistics, or 5.0%, whichever is less. If a price increase is requested, the Contractor must provide detailed supporting documentation to justify the requested increase. The requested increase will be evaluated by the City, and the City reserves the right to accept or reject such request.

This section will not be considered in the evaluation for award.

The City may desire to extend a contract on a month-to-month basis upon expiration of the current contract period under the terms and conditions of the current contract unless modified in writing. The renewal is contingent on a mutual agreement between the City and the Contractor with such agreement to be confirmed in writing prior to the expiration of the contract period.

C. PRICING FOR OPTIONAL CONSULTING SERVICES

Pricing for optional consulting services will not be included in the evaluation of this RFP. Proposers should provide, as an attachment to their pricing submittal page, pricing for optional consulting services. Prices shall include firm-fixed fully-burdened hourly labor rates for key personnel for the period of one (1) year from date of award with options to renew for three (3) additional one (1) year periods. Expenses will be reimbursed by the City on the basis of fairness, reasonableness, and expenses considered customary by the City. All reimbursable expenses shall be approved by the City in advance.

VI. PRICING PAGE

PRICING FOR DELIVERABLES AS SPECIFIED IN RFP SECTION IV

1.0 Administration	\$	51,600	Fixed Price
2.0 Public Outreach	\$	92,850	Fixed Price
3.0 Master Plan	\$	174,256	Fixed Price
4.0 Special Studies	\$	106,294	Fixed Price
<u>Lump Sum Total</u>	\$	425,000	Fixed Price

Signature: Claudia Unhold Date: 11/28/07

Claudia Unhold, Project Manager

Proposal No. 8976-08-T

PROPOSER'S REFERENCES

The Proposer is **required** to provide a minimum of three (3) references where work of a similar size and nature was performed within the past three (3) years. This will enable the City of San Diego to judge the responsibility, experience, skill, and business standing of the Proposer.

REFERENCES

Company Name: City of Lemon Grove Contact Name: Robert Larkins
 Address: 3232 Main Street Phone Number: (619) 825-3805
Lemon Grove, CA 91945 Fax Number: (619) 825-3818
 Dollar Value of Contract: \$ 142,472 Contract Dates: 2002 - 2005
 Requirements of Contract: Prepared a Specific Plan and MND for the Downtown Special Treatment Area
Coordinated and conducted several public workshops and a citywide public participation program.

Company Name: City of San Diego Contact Name: Jeff Harkness
 Address: 202 C Street, MS 5A Phone Number: (619) 533-6595
San Diego, CA 92101 Fax Number: n/a
 Dollar Value of Contract: \$ 450,000 Contract Dates: 2003 - 2005
 Requirements of Contract: Prepared a Draft Master Plan for the San Diego River Park.

Company Name: Salton Sea Authority Contact Name: Rick Daniels
 Address: 78-401 Highway 111, Suite T Phone Number: (760) 564-4888
La Quinta, CA 92253 Fax Number: (760) 564-5288
 Dollar Value of Contract: \$ 92,677 Contract Dates: 2005 - 2006
 Requirements of Contract: Prepared a Draft Master Plan for the Salton Sea Authority.

Proposal No. 8976-08-T

PROPOSER'S STATEMENT OF SUBCONTRACTORS

The Proposer is **required** to state below all subcontractors to be used in the performance of the proposed contract, and what portion of work will be assigned to each Subcontractor. Failure to provide details of Subcontractors may be grounds for rejection of proposal. NOTE: Add additional pages if necessary.

Company Name: Civitas, Inc. Contact Name: Todd Mead, ASLA
 Address: 1200 Bannock Street Phone Number: (303) 571-0053
Denver, CO 80204 Fax Number: (303) 825-0438
 Dollar amount of sub-contract: \$ 350,000 Contract Dates: TBD
 Contractor's License #: N/A
 Requirements of contract: Urban Design
 What portion of work will be assigned to this subcontractor: Urban Design, Charrette Assistance

Company Name: KTU+A Contact Name: Mike Singleton, ASLA, AICP
 Address: 3916 Normal Street Phone Number: (619) 294-4477 ext. 134
San Diego, CA 92103 Fax Number: (619) 294-9965
 Dollar amount of sub-contract: \$ 52,220 Contract Dates: TBD
 Contractor's License #: N/A
 Requirements of contract: Facilities Planning, Landscape Architecture
 What portion of work will be assigned to this subcontractor: Facilities Planning, Landscape Architecture

Company Name: Linscott, Law & Greenspan Contact Name: John Boarman, PE
 Address: 4542 Ruffner Street, Suite 100 Phone Number: (619) 300-8800
San Diego, CA 92111 Fax Number: (619) 300-8810
 Dollar amount of sub-contract: \$ 136,008 Contract Dates: TBD
 Contractor's License #: N/A
 Requirements of contract: Traffic/Circulation
 What portion of work will be assigned to this subcontractor: Traffic/Circulation/Mobility

Proposal No. 8976-08-T

PROPOSER'S STATEMENT OF SUBCONTRACTORS

The Proposer is **required** to state below all subcontractors to be used in the performance of the proposed contract, and what portion of work will be assigned to each Subcontractor. Failure to provide details of Subcontractors may be grounds for rejection of proposal. NOTE: Add additional pages if necessary.

Company Name: BW Research Partnership Contact Name: Josh Williams
 Address: 2541 State Street, Suite 108 Phone Number: (760) 730-9322
Carlsbad, CA 92008 Fax Number: (760) 730-9688
 Dollar amount of sub-contract: \$ 23,950 Contract Dates: TBD
 Contractor's License #: N/A
 Requirements of contract: Public Surveys/Polling
 What portion of work will be assigned to this subcontractor: Public Surveys/Polling

Company Name: Essentia Management Services LLC Contact Name: Daryl Hernandez, PE
 Address: 12396 World Trade Drive, Suite 306 Phone Number: (858) 217-5306
San Diego, CA 92128 Fax Number: (858) 217-5310
 Dollar amount of sub-contract: \$ 10,405 Contract Dates: TBD
 Contractor's License #: N/A
 Requirements of contract: Hazardous Materials Study
 What portion of work will be assigned to this subcontractor: Hazardous Materials Study

Jones & Stokes has made a good faith effort to subcontract to qualified Small Business Enterprise (SBE), Disadvantaged Business Enterprise (DBE), Women Business Enterprise (WBE), Minority Business Enterprise (MBE), Disabled Veteran Business Enterprise (DVBE), and Other Business Enterprise (OBE) firms. To solicit SBE/DBE/WBE/MBE/DVBE/OBE subconsultant firms, we placed advertisements in three San Diego newspapers - La Prensa San Diego, San Diego Union Tribune, and San Diego Business Journal.

Our project team contains three SBE firms - KTU+A; Linscott, Law & Greenspan; and Essentia Management Services. The SBE certificates for each of our qualifying subconsultants can be provided upon request.

PROPOSER'S STATEMENT OF FINANCIAL RESPONSIBILITY

The Proposer is required to furnish below a statement of financial responsibility, except when the proposer has previously completed contracts with the City of San Diego covering work of similar scope.

I, Claudia M. Unhold, AICP, certify that my company, Jones & Stokes Associates, Inc., has sufficient operating capital and/or financial reserves to properly fund the services identified in these contract specifications for a minimum of two (2) full months. I agree that upon notification of provisional award, I will promptly provide a copy of my company's most recent balance sheet, or other necessary financial statements, as supporting documentation for this statement, if requested. I understand that this balance sheet, as well as any other required financial records, will remain confidential information to the extent allowed under the California Public Records Act.

I certify under penalty of perjury under the laws of the State of California that the information contained in this statement is true and correct.

Dated: August 24, 2007 Signature: Claudia Unhold

Signature: Claudia Unhold Date: 11/28/07
Claudia Unhold, Project Manager

Proposal No. 8976-08-T

CONTRACTOR INFORMATION FORM

CONTRACTOR: Jones & Stokes Associates, Inc.

PROPOSAL NUMBER: 8976-08-T

CONTRACT TITLE: Professional Planning Services for Grantville Redevelopment Area Master Plan

CONTACT PERSON: 7:00 a.m. to 3:30 p.m. Claudia M. Unhold, AICP

PHONE NUMBER: One (1) Hour Response or Less (858) 578-8964 ext. 348

FAX NUMBER: (858) 578-0573

PAGER NUMBER: N/A

CELL PHONE NUMBER: (858) 245-8597

EMERGENCY NUMBER: (858) 245-8597

(For non working hours including weekends and holidays)

NAME OF ON SITE (WORKING) SUPERVISOR: Claudia M. Unhold, AICP

(Capable of discussing all aspects of the contract)

NAME OF NON-WORKING SUPERVISOR: Claudia M. Unhold, AICP

NUMBER OF EMPLOYEES ASSIGNED TO JOB SITE: 5

DAYS OF WEEK (EMPLOYEES) ON SITE (CIRCLE): S (M) (T) (W) (TH) (F) S

PRINT NAME: Claudia M. Unhold, AICP

SIGNATURE: Claudia Unhold

THIS FORM MUST BE CURRENT AT ALL TIMES. REPORT ANY CHANGES IN WRITING TO THE CONTRACT ADMINISTRATOR.

Signature: Claudia Unhold Date: 11/28/07

Claudia Unhold, Project Manager

Proposal No. 8976-08-T

Certification Survey

For Small, Ethnically and Culturally Diverse,
Woman, Disadvantaged, Disabled Veteran, Or Other Businesses

All Contractors are required to complete this form and return it with their proposal package.

Company Name: Jones & Stokes Associates, Inc.
 Mailing Address: 9775 Businesspark Avenue, Suite 200
San Diego, CA 92131
 Telephone No.: (858) 578-8964
 E-Mail Address: cunhold@jsanet.com

1. Contractor's company is currently certified as small, ethnically and culturally diverse, woman, disadvantaged, disabled veteran, or other business? Yes No

Certification Number/Agency: _____

2. Contractor's company has applied for certification? Yes No

If yes, which agency? _____

3. Contractor's company is an independently owned business? Yes No

4. Contractor's company is 51% or more owned by a socially, economically, disadvantaged individual*? Yes No

5. SIC Code: 8711, 9511, 9512

6. Number of Employees: 500

7. Annual Gross Receipts (three year average): \$53,700,000

8. This is not an application for certification. If you would like to receive an application for certification, please check box:

I certify that this information is correct: Claudia Unhold 8/24/07
 Authorized Signature Date

* Black Americans, Native Americans, Hispanic Americans, Asian-Pacific Americans, Subcontinent Asian Americans, Women, any additional groups whose members are designated as socially and economically disadvantaged by the Small Business Administration (SBA) at such time as the SBA designation becomes effective.

Signature: Claudia Unhold Date: 11/28/07
 Claudia Unhold, Project Manager

Proposal No. 8976-08-T

Purchasing Division • City of San Diego
CONTRACTOR STANDARDS
Questionnaire

On May 24, 2005, the Council of the City of San Diego adopted Ordinance No. O-19383. The intent of the Contractor Standards clause of San Diego Municipal Code §22.3224 is to ensure the City of San Diego conducts business with firms that have the necessary quality, fitness and capacity to perform the work set forth in the contract.

To assist the Purchasing Agent in making this determination, each bidder/proposer must complete and submit the attached questionnaire with the bid/proposal. If a non-competitive process is used to procure the contract, the proposed contractor must submit this completed questionnaire prior to execution of the contract. Submitted questionnaires are public records and information contained within will be available for public review for at least ten (10) calendar days, except to the extent that such information is exempt from disclosure pursuant to applicable law.

All questionnaire responses must be typewritten or printed in ink. If an explanation is requested or additional space is required, respondents must use the *Questionnaire Attachment "A"* and sign each page. The signatory of this questionnaire guarantees the truth and accuracy of all responses and statements. Failure to submit this completed questionnaire may make the bid/proposal non-responsive and disqualified from the bidding process. If a change occurs which would modify any response, Contractor must provide the Purchasing Agent an updated response within thirty (30) calendar days.

A. PROJECT TITLE:

Professional Planning Services for Grantville Redevelopment Area Master Plan

B. BIDDER/CONTRACTOR INFORMATION:

Jones & Stokes Associates, Inc.		Jones & Stokes	
Legal Name		DBA	
9775 Businesspark Avenue, Suite 200	San Diego	CA	92131
Street Address	City	State	Zip
Claudia Unhold, AICP, Project Director	(858) 578-8964 x 348	(858) 578-0573	
Contact Person, Title	Phone	Fax	

C. OWNERSHIP AND NAME CHANGES:

1. In the past five (5) years, has your firm changed its name?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to list all prior legal and DBA names, addresses and dates when used. Explain the specific reasons for each name change.

2. In the past five (5) years, has a firm owner, partner or officer operated a similar business?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to list names and addresses of all businesses and the person who operated the business. Include information about a similar business only if an owner, partner or officer of your firm holds or has held a similar position in another firm.

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D. **BUSINESS ORGANIZATION/STRUCTURE:** Indicate the organizational structure of your firm. Check one only on this page. Use *Questionnaire Attachment "A"* if more space is required.

Corporation Date incorporated: 10/23/70 State of incorporation: California

List corporation's current officers:

President: John Cowdery
Vice President: Lisa Larrabee
Secretary: Steven Centerwall
Treasurer: Brice Quattrone

Is your firm a publicly traded corporation? Yes No

If Yes, name those who own five percent (5%) or more of the corporation's stocks:

Limited Liability Company Date formed: / / State of formation: _____

List names of members who own five percent (5%) or more of the company:

Partnership Date formed: / / State of formation: _____

List names of all firm partners:

Sole Proprietorship Date started: / /

List all firms you have been an owner, partner or officer with during the past five (5) years. Do not include ownership of stock in a publicly traded company:

Joint Venture Date formed: / /

List each firm in the joint venture and its percentage of ownership:

Note: Each member of a Joint Venture must complete a separate *Contractor Standards Questionnaire* for a Joint Venture's submission to be considered responsive

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E. FINANCIAL RESOURCES AND RESPONSIBILITY:

1. Is your firm in preparation for, in the process of, or in negotiations toward being sold?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances, including name of the buyer and principal contact information.

2. In the past five (5) years, has your firm been denied bonding?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances; include bonding company name.

3. In the past five (5) years, has a bonding company made any payments to satisfy claims made against a bond issued on your firm's behalf or a firm where you were the principal?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances.

F. PERFORMANCE HISTORY:

1. In the past five (5) years, has your firm defaulted on a contract with a government agency?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances.

2. In the past five (5) years, has a government agency terminated your firm's contract prior to completion?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances and provide principal contact information.

G. COMPLIANCE:

1. In the past five (5) years, has your firm or any firm owner, partner or officer been found to have violated or been penalized for any federal, state or local law in performance of a contract, including but not limited to laws regarding health and safety, labor and employment, wage and hours, and licensing laws which affect employees?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances surrounding each instance; include name of entity involved, specific infraction(s) or violation(s), dates of instances, and outcome with current status.

2. In the past five (5) years, has your firm been debarred or determined to be non-responsible by a government agency?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances of each instance; include name of entity involved, specific infraction, dates, and outcome.

H. BUSINESS INTEGRITY:

1. In the past five (5) years, has your firm been convicted of or found liable in a civil suit for making a false claim or material misrepresentation to a private or governmental entity?

Yes No

If Yes, use Questionnaire Attachment "A" to explain specific circumstances of each instance; include the entity involved, specific infraction(s) or violation(s), dates, outcome and current status.

2. In the past five (5) years, has your firm or any of its executives, management personnel, or owners been convicted of a crime, including misdemeanors, or been found liable in a civil suit involving the bidding, awarding, or performance of a government contract?

Yes No

If Yes, use Questionnaire Attachment "A" to explain specific circumstances of each instance; include the entity involved, specific infraction(s), dates, outcome and current status.

I. TYPE OF SUBMISSION: This questionnaire response is submitted as:

- Initial submission of Contractor Standards Questionnaire.
 Update of prior Contractor Standards Questionnaire dated ___/___/___.

Complete all questions and sign below. Each Questionnaire Attachment "A" page must be signed.

Under penalty of perjury under the laws of the State of California, I certify I have read and understand the questions contained in this questionnaire and that I am responsible for completeness and accuracy of responses and all information provided is true to the best of my knowledge and belief. I further certify my agreement to the following provisions of San Diego Ordinance No. O-19383:

- (a) To comply with all applicable State and Federal laws, including health and safety, labor and employment, and licensing laws that affect the employees, worksite or performance of the contract.
(b) To notify the Purchasing Agent within fifteen (15) calendar days upon receiving notification that a government agency has begun an investigation of the Contractor that may result in a finding that the Contractor is or was not in compliance with laws stated in paragraph (a).
(c) To notify the Purchasing Agent within fifteen (15) calendar days when there has been a finding by a government agency or court of competent jurisdiction of a violation by the Contractor of laws stated in paragraph (a).
(d) To provide the Purchasing Agent updated responses to the Contractor Standards Questionnaire within thirty (30) calendar days if a change occurs which would modify any response.
(e) To notify the Purchasing Agent within fifteen (15) days of becoming aware of an investigation or finding by a government agency or court of competent jurisdiction of a violation by a subcontractor of laws stated in paragraph (a).
(f) To cooperate fully with the Purchasing Agent and the City during any investigation and to respond to a request for information within ten (10) working days from the request date.

Failure to sign and submit this form with the bid/proposal shall make the bid/proposal non-responsive.

Claudia M. Unhold, AICP August 24, 2007
Print Name, Title Signature Date

Signature: Claudia Unhold Date: 11/28/07
Claudia Unhold, Project Manager

Purchasing Division • City of San Diego
CONTRACTOR STANDARDS
Questionnaire Attachment "A"

Provide additional information in space below. Use additional *Questionnaire Attachment "A"* pages as needed; sign each page. Print in ink or type responses and indicate question being answered. Information provided will be available for public review, except if exempt from disclosure pursuant to applicable law.

N/A

Under penalty of perjury under the laws of the State of California, I certify I have read and understand the questions contained in this *Contractor Standards Questionnaire* and that I am responsible for completeness and accuracy of responses on this *Questionnaire Attachment "A"* page and all information provided is true to the best of my knowledge.

Claudia M. Unhold, AICP *Claudia Unhold* August 24, 2007
Print Name, Title Signature Date
Signature: *Claudia Unhold* Date: 11/28/07
Claudia Unhold, Project Manager

DRUG-FREE WORKPLACE

A. GENERAL

All City projects are now subject to City of San Diego Resolution No. R-277952 adopted on May 20, 1991. All Proposers should be aware of the provisions of San Diego City Council Policy No. 100-17 which was established by the above numbered resolution. The policy applies equally to the Contractor and all Subcontractors. The elements of the policy are outlined below.

B. DEFINITIONS

- 1) "Drug-Free Workplace" means a site for the performance of work done in connection with a contract let by City of San Diego for the construction, maintenance, or repair of any facility, or public work, or for professional, or nonprofessional services rendered on behalf of the City by an entity at which employees of the entity are prohibited from engaging in the unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance in accordance with the requirements of this section.
- 2) "Employee" means the employee of a Contractor directly engaged in the performance of work pursuant to a contract as described in Section C.
- 3) "Controlled Substance" means a controlled substance in Schedules I through V of Section 202 of the Controlled Substances Act (21 U.S.C. Sec. 812).
- 4) "Contractor" means the department, division, or other unit of a person or organization responsible to the Contractor for the performance of a portion of the work under the contract.

C. CITY CONTRACTOR REQUIREMENTS

- 1) Every person or organization awarded a contract or grant by the City of San Diego for the provision of services shall certify to the City that it will provide a Drug-Free Workplace by doing all of the following:
 - a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited in the person's organization's workplace and specifying the actions that will be taken against employees for violations of the prohibition.

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- b) Establishing a Drug-Free Awareness Program to inform employees about all of the following:
 - (1) The dangers of drug abuse in the workplace.
 - (2) The person's or organization's policy of maintaining a Drug-Free Workplace.
 - (3) Any available drug counseling, rehabilitation, and employee assistance programs.
 - (4) The penalties that may be imposed upon employees for drug abuse violations.
 - c) Posting the statement required by subdivision (1) in a prominent place at Contractor's main office. For projects large enough to necessitate a construction trailer at the job site, the required signage would also be posted at the job site.
- 2) Contractors shall include in each subcontract agreement language which indicates the Subcontractor's agreement to abide by the provisions of subdivisions a) through c) inclusive of Section C1. Contractors and Subcontractors shall be individually responsible for their own Drug-Free Workplace programs.

NOTE: The requirements of a Drug-Free Awareness Program can be satisfied by periodic tailgate sessions covering the various aspects of drug-abuse education. Although an in-house employee assistance program is not required, Contractors should be able to provide a listing of drug rehabilitation and counseling programs available in the community at large.

Questions about the City's Drug-Free Workplace Policy should be referred to the Purchasing Agent.

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**THIS DOCUMENT MUST BE COMPLETED,
SIGNED, AND SUBMITTED PRIOR TO CONTRACT AWARD**

**DRUG-FREE WORKPLACE
CONTRACTOR CERTIFICATION**

PROPOSAL NUMBER: 8976-08-T

PROJECT TITLE: Professional Planning Services for Grantville Redevelopment Area Master Plan

I hereby certify that I am familiar with the requirements of **San Diego City Council Policy No. 100-17** regarding Drug-Free Workplace as outlined in the request for proposals, and that,

Jones & Stokes Associates, Inc.

(Name under which business is conducted)

has in place a Drug-Free Workplace Program that complies with said policy. I further certify that each subcontract agreement for this project contains language which indicates the Subcontractor's agreement to abide by the provisions of subdivisions a) through c) of the policy as outlined.

SIGNED: Claudia Unhold

PRINTED NAME: Claudia M. Unhold, AICP

TITLE: Project Director

COMPANY NAME: Jones & Stokes Associates, Inc.

ADDRESS: 9775 Businesspark Avenue, Suite 200
San Diego, CA 92131

TELEPHONE: (858) 578-8964 FAX: (858) 578-0573

DATE: August 24, 2007

Signature: Claudia Unhold Date: 11/28/07
Claudia Unhold, Project Manager

Grantville Redevelopment Project Area Master Plan

Mobility Element Study

1. Research and Data Collection

1.a Research: It is anticipated that the Consultant team will primarily rely on information provided by the City of San Diego and San Diego Association of Governments (SANDAG), as well as the general public to gain an understanding of the existing conditions and the opportunities and constraints of the planning areas. Information to be provided by the City of San Diego include any previous studies, design plans for public and private projects in the vicinity of the planning area, base documents including the Navajo Community Plan, Tierrasanta Community Plan, Environmental Impact Reports for projects and programs in the vicinity of the planning areas, and all related transportation studies in and around the Navajo and Tierrasanta communities.

1.b Data Collection: The Consultant team will compile and collect existing conditions data along the street network providing for traffic circulation and regional access as well as identified pedestrian and bicycle routes. Specific information to be collected/compiled includes traffic collision summaries, average daily traffic (ADT) counts including vehicle classification information, morning, noon, and evening peak-hour intersection turning movement counts including detailed truck, pedestrian and bicycle counts, intersection lane configurations, traffic speed data, existing traffic signal timing data, and transit service and ridership data.

1.c Data Needed for Calibrating Travel Forecast Model: The Consultant team shall provide all necessary existing traffic counts determined by City staff to calibrate the traffic model. In return, City staff will calibrate and run SANDAG's transportation models for the master plan project area.

Deliverables:

- Draft and Final figures and tables summarizing existing conditions data
- Count data sheets for all newly collected traffic count data
- Count data in electronic format compatible with the City's traffic databases (Average daily traffic (ADT) counts in Microsoft Excel format in 15-minute increments compatible with SANDAG format, and manual counts in Petra format using Jamar Technology counter boards)
- Summary report of relevant research

2. Existing Conditions and Mobility Assessment

The Consultant team will conduct a mobility assessment study of existing conditions. This task entails, but is not limited to, the following.

- A. Pedestrian Facilities - Evaluate pedestrian safety, accessibility, connectivity, walkability and level of service at key intersections and key roadway segments along identified pedestrian routes to be provided by City staff.
- B. Bicycle Facilities - Evaluate bicycle needs, accessibility, safety, connectivity, convenience and level of service at key intersections and key roadway segments along identified bicycle routes.
- C. Map and quantify pedestrian/bicycle activity.
- D. Transit Facilities – Measure the effectiveness and level of service of transit serving infrastructure, transit service/s, and transit performance. Evaluate transit accessibility and transit/land use linkages.
- E. Traffic Circulation - Analyze traffic circulation and regional accessibility and evaluate safety, capacity, efficiency, control devices, and level of service at key intersections and roadway segments along identified traffic circulation corridors for daily and morning, mid-day, and evening peak period conditions. The analysis should also include transportation system performance measures including system and corridor delays, travel times, queuing, and stops.
- F. Parking - Assess all types of on-street and off-street parking demand and supply (curb utilization) based on the policies set forth in the Mobility Element of the draft General Plan. The analysis should include an evaluation of costs associated with parking demand and supply.

Deliverables:

- Draft and Final analysis results and interpretation
- Electronic files of any final analyses conducted with software programs (such as Synchro, VISSIM, Corsim, transit analysis, etc.)
- Briefing paper on existing conditions
- Existing conditions mobility assessment report
- Maps illustrating transportation infrastructure deficiencies and levels of service

3. Travel Forecasts

This task requires close coordination with the City's Travel Forecasting section and will include the consultant's review of the existing and future transportation network. This will include but is not limited to roadway classifications, intersection and roadway segment lane configurations, traffic controls, transit routes, and land use inputs in the Cities/County travel forecasting model for the base year, buildout year and any alternative scenarios. The Travel Forecasting section will calibrate the transportation model for the study area by running a base year forecast and comparing the results to existing traffic counts. The Travel Forecasting section will also run build-out travel forecasts without and with identified transportation network improvement or land use scenarios, up to eight and select link/zone analysis in order to determine traffic patterns, origin-destination, and mode share.

The Travel Forecast section will also provide the selected link/zone forecasted daily traffic volume, if needed, to obtain the origin-to-destination travel pattern of a specific location. Intersection peak hour turning volumes may be provided if requested. However, the turning volumes from the model will not be calibrated and the consultant is

required to review and make adjustments based on the factors including, but not limited to, land use inputs, transportation network, and travel patterns. In addition, mode share information from the model for the study area will be provided upon requested.

Deliverables

- Documentation of travel forecast process
- Plots of final model results

4. Future Conditions

The Consultant team shall analyze and provide the following:

- A. Pedestrian Facilities – The consultant team shall evaluate factors affecting pedestrian walkability, safety, connectivity, and accessibility including, but not limited to proposed increases to residential densities and mixed use development that is developed as part of the land use alternatives and preferred land use plan.
- B. Bicycle Facilities – The consultant team shall evaluate bicycle facilities in relation to those included in the City’s Bicycle Master Plan and address deficiencies in the bicycle facilities based on future needs.
- C. Transit Facilities – The consultant team shall measure the effectiveness and level of service of transit serving infrastructure, transit service/s, and transit performance. The consultant team shall also evaluate transit accessibility and transit/land use linkages.
- D. Traffic Circulation – The consultant team shall analyze traffic circulation and regional accessibility and evaluate safety, capacity, efficiency, control devices, and level of service at key intersections and roadway segments along identified traffic circulation corridors for daily and morning, mid-day, and evening peak period conditions. The analysis should also include transportation system performance measures including system and corridor delays, travel times, queuing, and stops.
- E. Parking- Assess all types of on-street and off-street parking demand and supply (curb utilization) set forth in the Mobility Element of the draft General Plan. The analysis should include an evaluation of costs associated with parking demand and supply.

Deliverables:

- Draft and Final analysis results and interpretation
- Electronic files of any final analyses conducted with software programs (such as Synchro, VISSIM, Corsim, transit analysis, etc.)
- Briefing paper on future conditions
- Future conditions mobility assessment report
- Maps illustrating transportation infrastructure deficiencies and levels of service

5. Draft Master Plan Mobility Element Recommendations

Based on the existing and future conditions analyses, the Consultant team will develop policy language that addresses existing and future mobility deficiencies within the area.

This language shall be consistent with the policies and objectives included in the draft General Plan's Mobility Element.

This task entails, but is not limited to, the following:

- A. Identifying cost effective measures that address shortfalls in pedestrian/bicycle mobility and are supportive of transit use.
- B. Identifying cost effective intersection and roadway improvements to address bicycle and pedestrian needs.
- C. Identifying cost effective measures to improve traffic circulation needs.
- D. Identifying cost effective measures to address public and private parking demand and optimize parking supply.
- E. Identifying cost effective measures to address goods movement needs.

Deliverables:

- Descriptions and analyses of the identified improvement projects
- Maps depicting the draft Mobility Study
- Mobility element policy language

6. **Potential Revisions to the draft Mobility Element**

Based on traffic engineering principles, feasibility, relative costs and benefits, and potential impacts, the Consultant team would propose potential modifications (including multiple alternatives where appropriate) to the draft Mobility Element study with the goals of balancing the needs of all modes of transportation and providing a transportation system that meets land use needs and contributes to a high quality of life. This language shall be consistent with the policies and objectives included in the draft General Plan's Mobility Element.

Deliverable

- Recommended revisions to the Draft Mobility Study

7. **Refined Mobility Element**

The Consultant team would analyze the potential revisions to the draft Mobility Study in order to develop a Refined Mobility Element Study that balances service levels for all modes of transportation and has community support. This language shall be consistent with the policies and objectives included in the draft General Plan's Mobility Element.

Deliverables:

- Draft and Final analysis results and interpretation
- Final Refined Mobility Element Study
- Maps depicting the Refined Mobility Element study

8. **Conceptual Streetscape Designs**

The consultant team will prepare conceptual streetscape designs including, but are not limited to, 3-D perspectives; plan views; cross sections of traveled way, sidewalk, and parkway; as needed; to illustrate identified improvements that will be included in the updated community plan.

Deliverable:

- Conceptual streetscape designs

9. **Planning Level Cost Estimates**

The consultant team shall prepare planning level cost estimates of the improvements identified in Task 7. These improvements shall be based on the preferred land use plan and will be included in the Implementation Element:

Deliverable:

- Microsoft Excel spreadsheet of cost estimates

10. **Develop an Implementation Plan**

The consultant team shall develop an implementation plan and funding strategy based on the preferred land use plan that addresses phasing of both short- and long-term improvements and identifies potential funding sources.

Deliverable:

- Draft and Final Implementation Plan

11. **Working Paper**

The consultant team shall draft a working paper that documents the project process, existing study area conditions, the draft mobility study, the analysis of the draft mobility study, potential revisions and associated alternatives analysis, the refined mobility study, analysis of the refined mobility study, cost estimates, and proposed implementation plan.

Deliverables

- Draft and Final working paper
- Microsoft Word and Adobe Acrobat files of final report
- 5 CD's of Final Working Paper
- 5 bound copies of Working Paper

	Project Management and Administration Tasks	Master Plan Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
1	Coordinate and Produce Master Plan Work Product	L			C/R
2	Maintain Project Schedule and Master Plan Consultant Budget	C			C/R
3	Manage Consultant Contracts				L
4	Prepare Meeting Agendas and Minutes	L			C/R
5	Develop Monthly Progress Memos	L			R
6	Provide Quality Control of Master Plan Documents	L			C/R

	Community Outreach and Participation Tasks	Master Plan Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
7	Develop and Maintain Master Plan Website and Newsletter	C/R	C	C	L
8	Attend Public Meetings	C/R	C	C	L/C
9	Meeting Facilitation	L			C/R

	Master Plan Update Tasks	Master Plan Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
10	Prepare Master Plan Elements and Three (3) Alternative Land Use Concept Plans	L	R	R	C/R
11	Prepare Economic and Fiscal Analysis	C/R		L	C/R
12	Coordinate Results of Economic and Fiscal Analysis into Land Use Scenarios	L		C/R	C/R
13	Create Urban Form Analysis and Massing Studies	L			C/R
14	Prepare and facilitate a Series of Five (5) Community Workshops with the First Workshop Structured as a Four to Six Day Intense Charette	L			C/R
15	Prepare Visual Preference Survey	L	C/R		C/R
16	Prepare Public Facilities & Parks System Strategy including Phasing and Financing Plan	L	C/R		C/R

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17	Prepare Mobility Analysis and Traffic Study	L	C/R		C/R
18	Prepare Co-location and Buffer Strategy	L	C/R		C/R
19	Prepare 1 st Draft Master Plan Document	L	C/R	C/R	C/R
20	Prepare 2 nd Draft Master Plan Document	L	C/R	C/R	C/R
21	Prepare 3 rd Draft Master Plan Document	L	C/R	C/R	C/R
22	Prepare Final Draft Master Plan Document	L	C/R		C/R

	Zoning Program Tasks	Master Plan Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
23	Prepare Rezoning Program to Implement Master Plan	R			L
24	Attend Workshop on Zoning Program	C			L
25	Test New City-wide Zoning	L			C/R

	Other Tasks	Master Plan Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
26	Develop Public Facilities Financing Plan	C/R	C/R	C/R	L
27	Attend Planning Commission and City Council Workshops and Hearings	C/R	C/R		L
28	Create Environmental Impact Report and studies required under CEQA	C/R	L		C/R
29	Provide Mapping Services which includes the development of GIS data and hard copy and digital maps.	L			C/R
30	Publication of Materials and Documents	C	C	C	L

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Exhibit B. Cost Estimate for Granville Master Plan

Task	Consulting Staff										Subcontractor					Production Staff Hours			Lump		
	Smith C	Unhold C	Berman P	Serrano D	Nulton A	Largenfeld P	Artberg P	Dawes H	Lineman-Williams K	Rogers J	Subtotal	Contract	LLG	SW Research	Esserts	Subtotal	Support Editor	Pub Spec		Buckwalter	Total
	Proj Dir	Proj Dir	Sr Consult R	Consult R	Assoc Consult R	Assoc Consult R	Mng Consult	Tech Dir	Proj Dir	Assoc Consult R											
1. Project Management											\$0					\$0			\$0	\$0	
a. Project Management	5	83	20	68							\$0					\$0			\$0	\$23,505	
b. Coordination and Meetings	5	60		60							\$0					\$0			\$0	\$18,425	
c. Duty Center	2	20		10				5			\$0					\$0	80	80	\$7,400	\$12,000	
2. Community Outreach and Participation											\$0					\$0			\$0	\$0	
a. COP											\$0					\$0		52	\$3,610	\$3,640	
Public Workshops (2)	2	20		20				24	3		\$0					\$0			\$0	\$10,170	
Charrette (3 days)	4	40	40	80				60			\$48,300					\$0			\$0	\$48,300	
Subcommittee Meetings (3)		20		20					10		\$0					\$0			\$0	\$6,200	
Stakeholder Group Meetings (5)		20		20				10			\$0					\$0			\$0	\$7,000	
Walk Audits	8			8				4	4		\$3,200					\$0			\$0	\$4,200	
Community Survey				4				4			\$1,100			\$10,000		\$10,000			\$0	\$11,100	
Visual Displays	1			2				4			\$0					\$0			\$0	\$1,000	
Media Participation	1			2				4	10		\$0					\$0			\$0	\$2,000	
3. Master Plan and Community Plan Amendments											\$0	\$120,000				\$120,000			\$0	\$120,000	
a. Amend Plan Community Plan Amendments		18		18	60						\$0					\$0			\$0	\$11,500	
b. Community Vision & Land Use Plans		20		4	45						\$0					\$0			\$0	\$7,500	
c. Existing Conditions Analysis		8		8	24						\$4,600					\$0			\$0	\$4,600	
d. Vision		4		8	18						\$2,740					\$0			\$0	\$2,740	
e. Alternative Land Use Concepts (3)		4		8	20						\$3,840					\$0			\$0	\$3,840	
f. Draft Master Plan (1st ScreenCheck)		15		20	80						\$13,800					\$0			\$0	\$13,800	
4. Special Studies																				\$0	
Traffic Study													\$79,810							\$79,810	
Hazard Study														\$13,425						\$13,425	
GIS						75														\$8,250	
Calculation and Buffer Studies		2		4	40															\$5,000	
Utility Analysis & Traffic Study		4		12	4															\$2,000	
PHASE I TOTAL																				\$425,000	

Billing Rates

Smith C	Unhold C	Berman P	Serrano D	Nulton A	Largenfeld P	Artberg P	Dawes H	Lineman-Williams K	Rogers J
Proj Dir	Proj Dir	Sr Consult R	Assoc Consult R	Assoc Consult R	Consult R	Mng Consult	Tech Dir	Proj Dir	Assoc Consult R
\$175	\$150	\$130	\$110	\$110	\$110	\$150	\$175	\$180	\$100

Signature: Claudia Unhold Date: 11/28/07
 Claudia Unhold, Project Manager

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Jones & Stokes Fee Schedule

Effective January 1, 2007

Labor Classifications	Per Hour
Project Director	\$200
Technical Director	\$180
Managing Consultant/Senior Technical Analyst	\$165
Senior Consultant III	\$145
Senior Consultant II	\$130
Senior Consultant I	\$120
Associate Consultant III	\$110
Associate Consultant II	\$100
Associate Consultant I	\$90
Lead Editor	\$85
Support Editor	\$80
Graphic Artist	\$75
Librarian	\$75
Publications Specialist	\$70
Technician	\$55
Administrative Technician	\$55
Intern	\$50

Other Direct Expenses

Report Production: 8.5" x 11" Color photocopying	\$0.16/page
Report Production: 8.5" x 11" black & white photocopying	\$0.08/page
Automobile mileage at current IRS rate or	\$0.485/mile
Laptop computer (field projects only)	\$10.00/day
Cellular telephone (field project only)	\$10.00/day

A general and administrative charge of 10% will be applied to all other direct costs, inclusive of subcontractor charges.

Per diem is charged at \$160.00/day. A lodging surcharge will apply in high rate areas.

Prompt Payment

Jones & Stokes Associates clients may reduce any current invoice by (1%) of the billed amount if payment is made within 10 business days of receipt of said invoice.

Notes

- Although these are our standard rates, the rates we agree to for the Grantville contract have been adjusted as part of the negotiation process
- Our maximum rate of escalation over the course of the 5-year contract is 5% per year.

Billing rates are subject to revision effective January 1 of each year

Signature: Claudia Unhold Date: 11/28/07
 Claudia Unhold, Project Manager