

CITY OF SAN DIEGO
M E M O R A N D U M

DATE: January 23, 2008
TO: Council President Peters and City Council
FROM: Tammy Rimes, Acting Director, Purchasing & Contracting Department
and Debra Fischle-Faulk, Director of Administration
SUBJECT: Equal Opportunity Information regarding Barrio Logan Planning Consultant

The procurement of professional consulting services was consolidated under the Purchasing & Contracting Department under the Business Process Re-Engineering effort that created this new department. As a result, all professional consultant services, including planning, were included in the City's formal Request for Proposal process. This is a formal procurement process which is facilitated by P&C, with ultimate proposal review and selection done by the requesting Department. This falls within the parameters and municipal code requirements regarding the procurement of goods and professional services.

Equal Opportunity Goals Applicable to the Project

Under the commodity, services and professional consultant procurement methodologies, using City funds, there are specific requirements for a Work Force Report, and non-discrimination policies regarding employment and subcontracting. The selected vendor, Moore, Iacofano Goltsman (MIG), Inc. has proposed a subcontractor participation level of 43.41%, with Estrada Land Planning, a certified MBE, as 13.89% of the subcontractor participation level.

Outreach

The efforts that Purchasing & Contracting undertook to help advertise this project to the widest possible audience included the following:

- Advertisement in the Daily Transcript and on the City's Website
- Notification to firms that were listed on the City's Rotation list. This list was created after outreach efforts with advertisements in La Prensa, San Diego Voice and Viewpoint, the Asian Journal, San Diego Daily Transcript and Integrated Marketing Systems.
- Research was done through the Diverse Emerging Vendor Outreach (DEVO) Program, managed by the San Diego County Hispanic Chamber of Commerce.

In the future, the City's on-line bidder registration program will greatly enhance the City's outreach efforts in all aspects of procurement outreach.

Tammy Rimes
Tammy Rimes
Acting Director, Purchasing & Contracting

Debra Fischle-Faulk
Debra Fischle-Faulk
Director of Administration

000337

DOCKET SUPPORTING INFORMATION
CITY OF SAN DIEGO

DATE:

334
1/29

EQUAL OPPORTUNITY CONTRACTING PROGRAM EVALUATION

January 16, 2008

SUBJECT: Barrio Logan Community Plan Update Planning Consultant Contract Agreement

GENERAL CONTRACT INFORMATION

Recommended Contractor: Moore Iacofono Goltsman (MIG), Inc.
Amount of this Action: \$791,000
Funding Source: City of San Diego

SUBCONTRACTOR PARTICIPATION

Brian F. Smith and Associates (Other)	\$ 35,300	4.62%
Estrada Land Planning (MBE/Hispanic Female)	\$109,940	13.89%
Dudek Environmental (Other)	\$ 46,078	5.82%
Kimley-Horn & Associates, Inc. (Other)	\$151,000	19.08%
Total Certified Participation	\$109,940	13.89%
Total Other Participation	\$232,378	29.52%
Total Subconsultant Participation	\$342,318	43.41%

EQUAL EMPLOYMENT OPPORTUNITY COMPLIANCE

Equal Opportunity Required

Moore Iacofono Goltsman (MIG), Inc. submitted a Work Force Report for their San Diego county employees dated January 16, 2008. The Work Force Report reflects fewer than 15 employees and is, therefore, exempt from employment category goals.

ADDITIONAL COMMENTS

The *Work Force Analysis* is attached.

JLR

File: Admin WOFO 2000

Date WOFO Submitted: 1/16/2008
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: Moore Iacofano Goltsman, Inc (MIG)

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	0	0	0	1	0	0	0	0	0	0	1	0	0	0
Professional	0	0	0	0	0	1	0	0	0	0	1	0	0	0
A&E, Science, Computer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Technical	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Sales	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Administrative Support	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Services	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Crafts	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Operative Workers	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Transportation	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Laborers	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	0	0	2	0	1	0	0	0	0	3	0	0	1

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	
2	1	1	39.8%
2	1	1	59.5%
0	0	0	22.3%
2	1	1	49.0%
0	0	0	49.4%
1	0	1	73.2%
0	0	0	62.3%
0	0	0	8.6%
0	0	0	35.7%
0	0	0	15.2%
0	0	0	11.1%
7	3	4	

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

TOTAL

This firm has fewer than 15 employees and is, therefore, exempt from the employment category goals.

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER
(FOR AUDITOR'S USE ONLY)

AC-2800435

334
1/29

000341

TO: CITY ATTORNEY	2. FROM: (ORIGINATING DEPARTMENT) CITY PLANNING & COMMUNITY INVESTMENT	3. DATE January 2, 2008
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4. SUBJECT: (MAXIMUM OF 10 WORDS)
**BARRIO LOGAN COMMUNITY PLAN UPDATE PLANNING CONSULTANT CONTRACT AGREEMENT
(COMPANION TO REDEVELOPMENT AGENCY ITEM)**

5. PRIMARY CONTACT (NAME, PHONE, MAIL STA.) LARA GATES, 236-6006, 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"/>
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8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	9. ADDITIONAL INFORMATION / ESTIMATED COST:
DEPARTMENT	The total cost of the consultant contract is \$791,000. The Horton Plaza Redevelopment funds will be utilized for costs associates with the planning consultant contract costs.
ORGANIZATION	
OBJECT ACCOUNT	
JOB ORDER	
C.I.P NUMBER:	
AMOUNT	

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	<i>Mary Wright</i> MARY WRIGHT	1/3/08	7	DEPUTY CHIEF	<i>William Anderson</i> WILLIAM ANDERSON	1-11-08
2	DSD/EAS	<i>Allison Ahernwood</i> EAS AUTHORIZATION	1/7/08	8	COO	<i>Jay Goldstone</i> JAY GOLDSTONE	1.14.08
3	COUNCIL LIAISON			9	CITY ATTORNEY	<i>Marianne Greene</i> MARIANNE GREENE	1-16-08
4	AUDITOR	<i>Rolando Charvel</i> ROLANDO CHARVEL	1/2/08	10	ORIGINATING DEPARTMENT	<i>Lara Gates</i> LARA GATES	1/15/08
5	FM			DOCKET COORD: _____ COUNCIL LIAISON: <i>ELP</i>			
6	EOCP	<i>Resolution</i> RESOLUTION MEMO DATED 1-15-08	1-15-08	✓	COUNCIL PRESIDENT <input type="checkbox"/> SPOB <input type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION <input checked="" type="checkbox"/>		
					COUNCIL PRESIDENT <i>NS</i> <input type="checkbox"/> REFER TO: _____ COUNCIL DATE: 1/29/08		

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

- Authorize the transfer \$791,000 from Redevelopment Agency fund 98410 – Horton Plaza PHII to City fund 10293 “RDA Contribution to City Planning and Community Investment” for the purpose executing this agreement.
- Authorize the Mayor to execute an agreement with MIG Consulting for the Barrio Logan Community Plan Update and zoning regulations in the amount of \$791,000.
- Authorize the appropriation and expenditure of \$791,000 from fund 10293 “RDA Contribution to City Planning and Community Investment” for the purpose of executing this agreement, contingent upon the City Auditor and Comptroller first certifying funds for this action are available.

11A. STAFF RECOMMENDATIONS:
Approve the Resolution(s).

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

COUNCIL DISTRICT(S): Eight (8)

COMMUNITY AREA(S): Barrio Logan

ENVIRONMENTAL IMPACT: This activity is not a “project” and is therefore not subject to CEQA pursuant to State CEQA Guidelines Section §15060(c)(3).

HOUSING IMPACT: None

OTHER ISSUES: None

REPORT TO THE CITY COUNCIL
EXECUTIVE SUMMARY SHEET

DATE ISSUED:	REPORT NO.
ATTENTION:	Council President and Members of the City Council
ORIGINATING DEPT.:	City Planning & Community Investment
SUBJECT:	Barrio Logan Community Plan Update Planning Consultant Contract
COUNCIL DISTRICTS:	8
STAFF CONTACT:	Lara Gates, (619) 236-6006

REQUESTED ACTION:

That the City Council of the City of San Diego:

1. Authorize the transfer \$791,000 from Redevelopment Agency fund 98410 – Horton Plaza PHII to City fund 10293 “RDA Contribution to City Planning and Community Investment” for the purpose executing this agreement.
2. Authorize the Mayor to execute an agreement with MIG Consulting for the Barrio Logan Community Plan Update and zoning regulations in the amount of \$791,000.
3. Authorize the appropriation and expenditure of \$791,000 from fund 10293 “RDA Contribution to City Planning and Community Investment” for the purpose of executing this agreement, contingent upon the City Auditor and Comptroller first certifying funds for this action are available.

STAFF RECOMMENDATION:

Approve the requested action.

EXECUTIVE SUMMARY:

The City of San Diego conducted a competitive bidding process for the selection of a planning consultant for the Barrio Logan Community Plan update. As a result of the competitive bidding process, the City has selected Moore, Iacofano and Goltsman, Inc. (MIG) planning consultants to provide professional planning services to develop a new community plan and zoning regulations. As part of the process, city staff and MIG will ensure that the community of Barrio Logan will be fully engaged in the update of the community plan and zoning program. The update is anticipated to identify a collective vision for the community, create a plan for future development, provide adequate buffers between incompatible land uses, reduce traffic conflicts, provide for pedestrian-oriented design principals, encourage affordable and market rate housing and provide for adequate public facilities

FISCAL CONSIDERATIONS:

On April 10, 2007, the San Diego Redevelopment Agency authorized the expenditure of up to \$1,500,000 from the Horton Plaza Redevelopment Project budget for the Barrio Logan Plan update (AC 2700648/R-2007-91). Costs associated with this planning consultant contract will be paid for with the Horton Plaza Redevelopment funds. An environmental consultant and

economic consultant will be hired under separate contracts to prepare the necessary analysis and documents to support the plan update effort.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

None.

COMMUNITY PARTICIPATION and PUBLIC OUTREACH EFFORTS:

The City Planning & Community Investment Department (CPCI) established a Barrio Logan Community Plan Update Stakeholders Committee (BLSC) comprised of twenty five voting members and eight ex-officio non-voting members (Attachment A). The voting members are comprised of five residential tenants, three residential property owners, three non-resident property owners, four business owners, three industrial representatives/owners as well as seven non-profit/community organizations. The CPCI Department and the planning consultants will work closely with the BLSC and other interested members of the community to gather input throughout the planning process.

KEY STAKEHOLDERS and PROJECTED IMPACTS (if applicable):

MIG planning consultants and subconsultants; the Barrio Logan Community Plan Update Stakeholder Committee members; and general members of the Barrio Logan community. Projected impacts will be studied as part of the Barrio Logan Community Plan Update process.


Mary P. Wright, AICP
Deputy Director
City Planning & Community Investment


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

ANDERSON/WRIGHT/GATES

**Barrio Logan Community Plan Update Planning Consultant Contract Agreement
For Moore Iacofano, Goltsman Inc. (MIG)**

ATTACHMENTS

- A. Stakeholder Composition
- B. Barrio Logan Community Plan Update Consultant Request for Proposal
- C. Request for Proposal Addendum A
- D. Request for Proposal Addendum B
- E. MIG Technical Proposal
- F. MIG Cost Proposal
- G. Proposer's Statement of Financial Responsibility
- H. Contractor Information Form
- I. Certification Survey
 - a. MIG
 - b. Estrada Land Planning
 - c. Dudek
 - d. Kimley-Horn and Associates, Inc.
 - e. Brian F. Smith and Associates
- J. Workforce Report
- K. Contractor Standards
- L. 2008 Consultant Salary Rate Sheet
- M. Drug Free Workplace forms
 - a. MIG
 - b. Estrada Land Planning
 - c. Dudek
 - d. Kimley-Horn and Associates, Inc.
 - e. Brian F. Smith and Associates
- N. Consultant Deliverables Schedule

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO APPROVING THE CONSULTANT AGREEMENT AND APPROVING ACCEPTANCE OF FUNDING ASSISTANCE FROM THE REDEVELOPMENT AGENCY FOR THE PURPOSE OF UPDATING THE BARRIO LOGAN COMMUNITY PLAN.

WHEREAS, the Redevelopment Agency of the City of San Diego [Agency] is engaged in activities necessary to carry out and implement the Redevelopment Plan for the Barrio Logan Redevelopment Project Area [Project Area]; and

WHEREAS, the City Council of the City of San Diego implements projects to improve economic and physical conditions in the city of San Diego; and

WHEREAS, Agency and City desire to cooperate in the implementation of the Barrio Logan Community Plan update; and

WHEREAS, City wishes to accept land disposition proceeds from the Agency in an amount not to exceed \$791,000 for the purpose of executing a consultant agreement with MIG Consulting [Consultant], who will provide professional services to assist in the development of a *new community plan for the Project Area*; NOW, THEREFORE,

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

1. That the City Auditor/Comptroller is authorized to transfer \$791,000 from Redevelopment Agency fund 98410-Horton Plaza PhII to City fund 10293 "RDA Contribution to City Planning and Community Investment" for the purpose of executing an agreement with Consultant.

2. That the Mayor, or designee, is authorized to execute an agreement with Consultant in the amount of \$791,000 for professional services to assist in implementing the update to the Barrio Logan Community Plan and corresponding zoning regulations.

3. That the Council authorizes the appropriation and expenditure of \$791,000 from fund 10293 "RDA Contribution to City Planning and Community Investment" for the purpose of executing the agreement with Consultant, contingent upon the City Auditor and Comptroller first certifying funds for this action are available.

BE IT FURTHER RESOLVED, that this activity is not a "project" and is therefore not subject to the California Environmental Quality Act [CEQA], pursuant to CEQA Guidelines section 15060(c)(3).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Carol Leone
Carol A. Leone
Deputy City Attorney

CAL:cfq
01/15/08
Aud.Cert.:2800435
Or.Dept:R.A
R-2008-592
Redevelopment Agency: Companion RA-2008-69
MMS#5810

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

**Barrio Logan Community Plan Update ATTACHMENT A
Stakeholder Committee Seats**

25 Voting Members and 8 Ex-Officio Non-Voting Members

Resident Groups (8)	
Residential Property Owners (3)	
Primary Members	Alternate Members
Albert Dueñas	Arminda Sainz Ramirez
Herlinda Flores	Maribel Arellano
John Alvarado on behalf of Leo and Esther Alvarado	Silvia Saldana
Residential Tenants (5)	
Primary Members	Alternate Members
North of Evans (3)	
Antonia Garcia	Berta Ortiz
Hilda Valenzuela	Maria Martinez
Norene Riveroll	Patricia Cuevas
South of Evans (2)	
Ana Nayeli Castañeda	Robert Hinckley
Mary Alvarado	
Non-Residential Property Owner (3)	
Primary Members	Alternate Members
Diego Aguilera	Lloyd Russell
Betty "Isabel" Aguilera	Gino Galofaro
Evelyn Ruth Mitchell	Robert Leif
Business Owners/Representatives (4)	
Primary Members	Alternate Members
Clifford Arellano (Champion Real Estate)	Harry Ryan (Ryan Bros Coffee)
David Duea (Fire Etc)	Michael Thometz (IMS Recycling)
James Torti (Blockhaus)	Torrey Lee (Café Moto)
Michael Poutre (SoCal Chopper Shop)	Rudolph Pimentel (Pimentel Urban Design)
Industrial Owners/Representatives (3)	
Primary Members	Alternate Members
Karl Johnson (Nassco)	Ron Halik (CP Kelco)
Lee Wilson (Continental Maritime)	
Shaun Halvax (BAE Systems)	

**Barrio Logan Community Plan Update ATTACHMENT A
Stakeholder Committee Seats**

25 Voting Members and 8 Ex-Officio Non-Voting Members

Non-Profits and Other Community Organizations (7)	
Category	Name
Environmental Representative	Environmental Health Coalition: Laura Benson/Maria Moya
Community Representative	Barrio Station: Carlos Castaneda
Community Representative	Coordinated Maritime: Jeff Bentley
Arts Representative	Chicano Park Steering Committee: Ramon Chunky Sanchez/Jose Rodriguez
Social Service Agency Representative	Family Health Center: Jennette Lawrence
Project Area Committee Representative	Rachael Ortiz, PAC Chairperson
Housing Representative	Gloria Medina, Barrio Logan Senior Villas
Ex-Officio Non-Voting Members (8)	
Organization	Name
San Diego Unified School District	Linda Clark, Facilities Project Manager/ Dr. Arun Ramanathan
San Diego Unified Port District	Dan Wilkens, Executive Vice President
Center City Development Corp.	Lucy Contreras, Associate Planner
United States Navy	Kevin Jackson, Public Affairs Officer
Southeastern San Diego Planning Committee	Reynaldo PISAÑO, Planning Committee Member
Sandag/MTDB	Carolina Gregor
Caltrans	Connery Cepeda, Transportation Planner
San Diego Community College District	Dr. Anthony Beebe, President

000355

ATTACHMENT B



CITY OF SAN DIEGO

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

Proposal No. 8964-08-Z

REQUEST FOR PROPOSAL

Closing Date: August 21, 2007
@ 4:00 pm P.S.T.

Subject: Furnish the City of San Diego with Professional Planning Services for the City of San Diego Barrio Logan Community Plan Update

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.

Company
Federal Tax I.D. No.
Street Address
City
State Zip Code
Tel. No. Fax No.
E-Mail

Name (PRINT OR TYPE)
Signature*
Title
Date

*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 No

SUBMITTED PROPOSALS MUST HAVE AN ORIGINAL SIGNATURE.

If Yes, under what Permit #

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

City of San Diego Business Tax License #:

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.

FOR FURTHER INFORMATION CONCERNING THIS PROPOSAL, PLEASE CONTACT:

MICHAEL WINTERBERG/bl9, Procurement Specialist

Phone: (619) 533-6441

Fax: (619) 533-3230

E-mail: MWinterberg@sandiego.gov

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I. BACKGROUND, SCOPE OF WORK, AND OBJECTIVE**A. BACKGROUND**

The community of Barrio Logan includes approximately 1,000 acres located between downtown San Diego and the Interstate 5 freeway along San Diego Bay. The predominately Hispanic community includes 3,600 residents and has a diversified land use character with a mixture of residential, commercial business, light and heavy industrial land use, governmental agencies as well as major maritime industries. A portion of the community is located within the Barrio Logan Redevelopment Area.

Land use in Barrio Logan is governed by the Barrio Logan/Harbor 101 Community Plan and Local Coastal Program and the Barrio Logan Planned District Ordinance (PDO). The 1978 Barrio Logan/Harbor 101 Community Plan and Local Coastal Program is one of over forty (40) community plans within the City of San Diego which augment the land use element of the City's Progress Guide and General Plan. As policy documents, community plans provide goals and objectives for development of communities and designate where specific land uses should go. The Barrio Logan Planned District Ordinance is a tailored zoning ordinance for Barrio Logan which identifies permitted uses and development regulations for new development. The Barrio Logan/Harbor 101 Community Plan and Local Coastal Program and the PDO are coordinated with those of other jurisdictions, most notably the Port of San Diego which administers the area generally west of Harbor Drive.

Due to their age and conditions in effect at the time, the Barrio Logan/Harbor 101 Community Plan and PDO permit multiple land uses to co-locate throughout the community which has contributed to incompatible land uses being located in close proximity to each other (i.e. single-family residences located adjacent to heavy industrial development). Recent cases of heavy metals being identified in residential areas have raised the awareness of the situation and generated interest in engaging in a public dialogue about appropriate land use patterns in the area. In addition, development pressure, in part promulgated by construction of the new downtown ballpark, further point to the need to refine land uses in the area.

Typically, officially-recognized community planning groups provide City decision-makers with input and recommendations regarding their affected community plan. However, Barrio Logan does not have a recognized planning group. Rather, a portion of the area that falls within the Barrio Logan Redevelopment Area has a Redevelopment Project Area Committee (PAC) that provides input and recommendations on projects brought forward through the redevelopment process. In addition to the PAC, the community also has a number of other environmental, arts, and economic development advocates that are extremely active within the community. As part of this update process, the City intends to form a Barrio Logan Plan Update Stakeholder Advisory Committee that will provide a public forum for these stakeholders to provide input and advisory recommendations to the City decision-makers.

As such, a primary objective of the project is to engage the community of Barrio Logan in an update of the community plan and zoning program that identifies a collective vision for the community, creates a plan for future development, provides adequate buffers between incompatible land uses, reduces traffic conflicts, provides for pedestrian-oriented design principals, encourages affordable and market rate housing and provides adequate public facilities. Further, the Redevelopment Project Area boundaries will be evaluated as part of the process to consider expanding the boundaries of the Project Area to encompass the entire Barrio Logan Planning Area.

The City of San Diego City Planning & Community Investment Department (CPCI) is embarking on the comprehensive update of the Barrio Logan/Harbor 101 Community Plan/Local Coastal Program and Zoning Program. This Request for Proposals (RFP) solicits a consultant firm or team to perform and complete specified tasks and projects in relation the Barrio Logan/Harbor 101 Community Plan and Local Coastal Program update process. A Proposer that offers 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 28 months from when the consultant contract is finalized. In the future as funding becomes available, the work program may be expanded to include updates to the Southeastern San Diego and Skyline-Paradise Hills Community Plan Area. The City is seeking requests for proposals from Proposers (Consultant Team) 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 regulations and ordinances
6. Public facilities, parks systems strategies and phasing plans
7. GIS mapping and 3D visualization
8. Visual preference survey
9. Mobility planning and traffic studies
10. Historical resource reconnaissance and archeological studies
11. Noise studies
12. Hazardous materials studies
13. Co-location and buffer strategies

Interested parties who have successfully demonstrated an ability to perform Consulting work for a city or public agency of similar size and have a proven record of success in providing planning services are invited to submit a Response to this Request for Proposal (RFP).

B. SCOPE OF WORK

The primary components of the consulting work program includes: (1) project management/administration, (2) public outreach and involvement, (3) community plan update, (4) special studies, (5) zoning program, and (6) public hearings. It is the City's long-term planning effort to conduct clustered community plan updates. As additional funding becomes available, this work program may be expanded to include updates to the Southeastern San Diego and Skyline-Paradise Hills Community Plan areas. 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 (Consultant Team) that delivers multi-disciplinary planning consulting 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.

E. TIMELINE

The City anticipates that the process for nominating and selecting a Proposer, and awarding the contract, will be according to the following tentative schedule (subject to change by the City):

Advertise and Issue RFP:	07/13/2007
Questions Due Date:	07/24/2007
Proposal Closing Date:	08/21/2007
Oral Interviews (City's option):	09/2007
Selection and Notification:	09/2007
Contract Negotiation Complete:	10/2007
City Council Approval of Contract:	11/2007
Award of Contract and Notice to Proceed:	11/2007

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 5:00 p.m. Pacific Standard time on July 24, 2007. Such requests should contain the following: "QUESTIONS: 8964-08-Z-RFP". Only written communications relative to the procurement shall be considered. Electronic mail is the only acceptable method for submission of questions. Proposers must e-mail Michael Winterberg at MWinterberg@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, one digital copy (PDF format) on Compact Disc and ten (10) copies of the Technical Volume plus one (1) original, one digital copy (PDF format) on Compact Disc and ten (10) 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.

c. Alternative Proposals

If Proposer has offered goods or services which are responsive, Proposer may thereafter include with the Proposal any additional proposals or alternatives that are not "equals" but that Proposer believes may meet or exceed City's requirements and that offer City additional advantages or benefits. City reserves the right to evaluate and accept or reject such Alternative Proposals as though they were part of the original Specifications without advertising for further Proposals or to re-advertise based on such Alternative Proposals when in the best interests of the City. An Alternative Proposal must be submitted on the same forms provided by the Purchasing Agent, with adequate information for the City to evaluate the costs and benefits.

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 38).
- (2) Proposer's Statement of Subcontractors (use form on page 39).
- (3) Proposer's Statement of Financial Responsibility as specified in Section II, paragraph L (use form on page 40).
- (4) Contractor Information Form (see page 41).
- (4) Certification Survey (use form on page 42).
- (5) Work Force Report (use form on pages 43-45).
- (6) Contractor Standards Questionnaire (use form on pages 46-50).
- (7) Contractor Certification Regarding Drug-Free Workplace Compliance (use form on pages 51-53).

H. SUBMITTALS REQUIRED UPON PROVISIONAL AWARD

1. Insurance requirements as specified in Section III, paragraph D.
2. Taxpayer Identification number (W-9) as specified in General Provisions for proposals 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 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 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. 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.

B. 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.

C. 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.

D. 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. Professional Liability coverage with limits of at least one million dollars (\$1,000,000) per occurrence and one 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 shall 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.
2. 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.
3. 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.
4. 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.

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.

E. 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.

F. 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.

G. 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 the City Planning and Community Investment Department.

H. 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.

I. 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.

J. 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.

K. 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.

L. 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 inclusive of the prices proposed in Section VI "Pricing Pages".

M. 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.

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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 Bid being declared non-responsive and rejected.

IV. SPECIFICATIONS

A. CORE REQUIREMENTS

For Specific TASKS, See Appendix B.

1. Project Management and Administration

- a. The Proposer (Consultant Team) 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 28 months. The consultant project manager shall 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 will manage the consultant contracts and provide support to the planning effort, but the consulting project manager shall be the primary person responsible for the coordination and production of the work product. Fluency in Spanish is desirable, though not required, for the consultant project manager. The consultant team must demonstrate capacity to communicate with the public in Spanish.
- b. The Consultant Team's project manager shall play an active role to maintain the project schedule and budget. Regularly scheduled coordination and status meetings shall 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 Consultant Team 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 Consultant Team's project manager shall use Microsoft Project, or equivalent software to maintain an up-to-date project schedule.
- c. The Consultant Team's 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 Consultant Team shall provide quality control of all products prior to submittal to the City, shall 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 Consultant Team shall identify the person responsible for internal quality control for the project and include it on the project schedule. It is recommended that quality control be performed by a senior member of the consultant staff who is not a member of the project team.
- e. The Consultant Team shall participate in up to four (4) meetings with the Barrio Logan Community Plan Update Technical Working Group (TWG) and Zoning Code Monitoring Team (CMT) to discuss revisions to the Land Development Code. Further, the Consultant Team's project manager and selected members of the Consultant Team shall participate in a minimum of ten (10) meetings with other agencies as well as attend up to four (4) Planning Commission, four (4) City Council, two (2) Historical Resources Board and two (2) Coastal Commission workshops/hearings. The Consultant Team shall provide per meeting costs as part of the response to this RFP.

2. Community Outreach and Participation

- a. The Consultant Team, together with the City of San Diego, shall work with a project stakeholder committee, which the City of San Diego will organize, and shall encourage extensive community input and involvement through public workshops and informational presentations. The Consultant Team 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 update, reach out to those often under-represented in the decision-making process, and provide feedback representative of the community at large. All outreach, both verbal and written, shall be conducted in Spanish and English and fluency in Spanish will be an important component of the selected Proposer. The selected Proposer 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 prepare, may include, but is not limited to the following:
 - (1) Monthly stakeholders group meetings and subcommittee meetings
 - (2) Public workshops - minimum of six
 - (3) Intense charrette process (up to six days in the length)
 - (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:

- (8) Project website
- (9) Project information brochure
- (10) Regular project newsletters
- (11) Visual displays
- (12) Media participation through interviews, public service announcements, etc.

3. Community Plan Update (CPU)

City Staff and the Consultant Team shall prepare a comprehensive update of the 1978 Barrio Logan/Harbor 101 Community Plan and Local Coastal Program. The community plan update format shall follow the CP&CI Department's Community Plan Preparation Manual which sets forth the outline for the community plan update process in order to ensure consistency with the City's draft General Plan.

The Consultant Team 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 plan update process, an economic and fiscal impact analysis of the three alternative scenarios and the preferred plan shall 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 Consultant Team's plan update team shall be responsible for effectively coordinating the plan update work effort with the economic and fiscal analysis consultant to ensure a completed and acceptable work product.

The community plan shall be prepared to implement the updated General Plan which is anticipated to be adopted in the Fall of 2007. The elements shall tier-off of the General Plan in order to ensure that the new citywide policies and programs from the General Plan are reflected in the community plan. However, General Plan policies should not be duplicated in the Barrio Logan Community Plan. Rather, the community plan should be consistent with the General Plan policies but be tailored to the unique aspects of Barrio Logan. The Consultant Team shall draft the revised community plan including 10 elements and identify a land use plan to address land use conflicts. The community plan shall include the following elements:

- (1) Land Use and Community Planning;
- (2) Mobility;
- (3) Urban Design;
- (4) Economic Prosperity;
- (5) Public Facilities, Services and Safety;
- (6) Recreation;
- (7) Historic Preservation;

- (8) Noise;
- (9) Housing, and
- (10) Implementation.

The community 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.

The community plan shall be an illustrative, graphically-based and action-oriented land use document that shall visually convey community goals, objectives, and recommendations. The Consultant Team 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. The Consultant Team shall use 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 should be Adobe Illustrator format compatible.

The Consultant Team shall also prepare and facilitate a series of six (6) workshops with the community through the stakeholder committee on the new elements and land use alternatives. The first plan element workshop shall be structured as a four to six day intense charette process and shall concentrate on creating a vision for the community by focusing on vision, land use, urban design, public amenity and mobility principles. It is desired that through this intense charette 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.

The Consultant Team shall conduct a visual preference survey in order to educate the community in determining which components of the plan will contribute positively to Barrio Logan's overall image or features. This technique shall 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.

The Consultant Team 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. The public facilities strategy 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.

The Consultant Team shall prepare at least three (3) screen checks of the community plan for review as well as the final draft. The Consultant Team shall be responsible for printing, in color, and preparing the community plan for distribution. The Consultant Team 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 community plan and associated documents.

4. Special Studies

The Consultant Team shall prepare the following special studies, in addition to any technical studies separately required by the environmental review process. The Consultant Team shall identify the person responsible for internal quality control and technical accuracy for the special study and include it on the project schedule.

a. Historical Resources Reconnaissance and Archeological Study

The Consultant Team shall prepare a reconnaissance level survey of the built environment at the parcel level and of cultural landscape features within the plan boundary area developed prior to 1965. The potential for relocated resources within the plan boundary area shall be addressed. These resources require special attention and should be evaluated based on guidance from the National Register designation criteria. Significant building interiors located within public buildings shall be addressed as part of the survey.

A records search of the plan area shall be conducted at the South Coastal Information Center, San Diego State University and a background literature review of available published and unpublished documentation, including Cultural Resource Management site reports. Results of the records search and literature review shall be used to address the potential for prehistoric and historic archaeological resources within the plan boundary area, including the potential for burials and Native American culturally significant sites.

Survey work product shall be consistent with the City of San Diego Historical Resources Guidelines, the Secretary of the Interior's Standards for Surveys and Preservation Planning, as outlined in NPS Bulletin 24: Guidelines for Local Surveys: A Basis for Preservation Planning and NPS Bulletin 18: How to Evaluate and Nominate Designated Historic Landscapes, as appropriate for reconnaissance level surveys. Inventoried resources shall be evaluated using City of San Diego adopted designation criteria and Office of Historic Preservation status codes, as defined in Technical Bulletin #8: User's Guide to the California Historical Resource Status Codes and Historic Resources Inventory Directory (November 2004).

Preparers must meet the Secretary of the Interior's Professional Qualifications for the appropriate discipline, e.g., Architectural History, History, Prehistoric Archaeology, Historic Archaeology, or a closely related field. In addition, qualified Archaeologists shall be a member of the Register of Professional Archaeologists or otherwise meet City of San Diego Professional Qualifications found in the Historical Resources Guidelines.

b. Hazardous Materials Study

The Consultant Team shall prepare an update to the Environmental Data Resources (EDR) Area Study Report. The Report will be provided by the city's project manager. The update to the EDR study shall be in conformance the American Society for Testing & Materials (ASTM) standards for commercial real estate transactions (E1527-05 and E1528-06), All Appropriate Inquiry (AAI), and the California Environmental Quality Act (CEQA) guidelines.

c. Noise Study

The Consultant Team shall prepare a noise study that assesses and describes the existing and projected sources of environmental noise relative to draft Barrio Logan Community Plan update. While building on policies and issues addressed in the City's General Plan Noise Element, the noise study shall address, but is not limited to the following community specific noise issues:

- (1) Potential Noise Attenuation Measures;
- (2) Stationary Noise Sources and Levels;
- (3) Transportation Noise Sources and Levels;
- (4) Guidelines for Acoustical Analysis; and
- (5) Intrusive and Intermittent Noise Sources.

The analysis should focus on potential impacts to future residential, mixed-use and other noise sensitive uses located adjacent to transportation corridors and in proximity to stationary noise sources. The analysis should also provide figures illustrating existing and project noise levels for the community.

d. Mobility Analysis/Traffic Study

The Barrio Logan Community Plan Mobility Element shall provide policies that shall address mobility issues that have characterized the community over the last half century: heavy truck traffic volumes, conflicts between rail, automobile, bus, bicycle and pedestrian traffic, lack of sidewalks and pedestrian amenities, loss of the historic neighborhood-serving commercial environment, and general neglect. The new policies shall not only tier off but shall implement the Mobility Element of the City's draft General Plan.

The Consultant Team, in conjunction with City staff from the Planning Division's Mobility management section and Transportation Engineering Division, shall prepare a mobility study that shall develop and analyze the needs of and integrate pedestrian, transit (light rail and bus), vehicular (automobiles and trucks), and bicycle, travel and parking throughout Barrio Logan. The mobility study shall include the development of policy language to be incorporated into the updated community plan that supports the improvement of traffic circulation, addresses parking demand and the potential for a parking district in selected locations, and promotes walkability, bicycling, as well as improved accessibility to transit use, including the existing light rail station, in the Barrio Logan area and surrounding communities. It shall also provide policy language to enhance the aesthetics of the community with recommendations for streetscape design, including street trees and public amenities. The Consultant Team shall propose innovative implementation tools that shall be considered for inclusion into the Implementation Element of the updated Plan.

The primary components of the mobility study that the Consultant Team 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 community 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.

e. Co-location and Buffer Strategy

The Consultant Team shall prepare a co-location and buffer strategy to identify opportunities for employment uses and areas within Barrio Logan appropriate for locating workforce-housing opportunities while balancing the need to create a buffer between industrial and residential uses. The strategy should be based on the General Plan's Economic Prosperity Element goals and policies related to residential and industrial collocation and conversion. Specifically, the strategy should evaluate a potential buffer zone between the existing industrial uses that are located on the San Diego Unified Port District Tidelands and Naval Base San Diego property west of Harbor Drive and the Barrio Logan Community. The strategy 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 strategy include draft General Plan criteria that are located in Appendix C EP-3 of the Economic Prosperity Element.

f. Public Facilities and Parks System Strategy and Phasing Plan

The Consultant Team shall prepare a public facilities and parks system strategy that shall 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, and programs designed to meet the specialized needs of Barrio Logan, based on General Plan service standards, where applicable. The parks system strategy shall refine the policies of the draft General Plan's Recreation Element to a community-specific level. The strategy shall develop policies to be included in the Barrio Logan Community Plan's Recreation Element to ensure that facilities and programs reflect community desires, including the growing demand for senior centers. The Barrio Logan Community Plan Recreation Element shall be interconnected in varying degrees to other elements of the Barrio Logan Community Plan. In particular, the Conservation Element provides additional policies for protecting and preserving natural resources, such as Chollas Creek, and open space, many of which contribute to Barrio Logan's recreation and open space system.

Additionally, the Public Facilities Element shall provide the financing strategy for providing the public facilities. As part of this, the strategy 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

The City of San Diego Development Services Department (DSD) Land Development Code (LDC) staff will prepare the rezoning program to implement the new Barrio Logan Community Plan. The Consultant Team 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. More specifically, the Development Services Department LDC staff will review the Barrio Logan Planned District Ordinance (PDO) to address inconsistencies and community specific issues. All administrative functions will be folded into the LDC to ensure code-wide consistency with respect to definitions, calculations, measurement, and processing. It is anticipated that existing regulations will be modified and/or new regulations will be drafted to both implement the new land use designations and plan policies and accomplish the PDO transition to citywide zoning. The Community Plan Implementation Overlay Zone (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:

- a. DSD staff will prepare preliminary analysis of conversion of PDO zones to citywide zones based on proposed land uses provided by the Consultant Team.
- b. DSD staff in conjunction with the Consultant Team shall revise/draft new zones as necessary to implement new land use designations and plan policies.
- c. In conjunction with City staff, the Consultant Team shall attend a community/stakeholder workshop to educate community and to solicit input on the proposed rezoning program.
- d. The Consultant Team shall test new citywide zones.
- e. The Consultant Team shall participate in up to four (4) meetings with the Barrio Logan Community Plan Update Technical Working Group (TWG) and Zoning Code Monitoring Team (CMT) to discuss proposed revisions to the Land Development Code.
- f. DSD staff shall prepare ordinance amendments to the LDC.
- g. Selected members of the Consultant Team shall attend Planning Commission, City Council and Coastal Commission 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 community plan update. Specifically, City staff will utilize language developed by the Consultant Team that is based on the public facilities and a parks system study. City staff will prepare the fee schedules as part of the PFFP. It shall be the responsibility of the Consultant Team to incorporate the PFFP timeline into the overall project timeline to assure that the PFFP accompanies the community plan update to Council for approval. It shall be the responsibility of the Consultant Team to review the draft PFFP to ensure that it implements the draft policies and objectives set forth in the community plan.

7. Public Hearing Process

The Consultant Team shall assume that adoption of the Barrio Logan/Harbor 101 community plan and zoning program update shall require workshops and decision-related hearings each at the San Diego Historical Resources Board, San Diego Planning Commission, City Council and California Coastal Commission.

8. Staff and Other Consultant Responsibilities

The Barrio Logan Plan Update is one element of a larger work plan that will be conducted over the 28 month period. The other components include expansion of the Barrio Logan Redevelopment Area, creation of a new Environmental Impact Report (EIR) and processing amendments to the Local Coastal Program (LCP). The Redevelopment Expansion and EIR components will be solicited as part of two separate RFP processes. 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 plan update consultant contract to avoid duplication and inconsistencies in the work product. See Appendix B for a breakdown of consultant responsibilities.

Currently, the Redevelopment Area encompasses approximately one-third of the planning area. The consultant selected for the redevelopment area expansion study will prepare a blight study to determine economic and social conditions within the community. City Redevelopment staff will be responsible for preparing the reports to council, conducting the fiscal tax increment analysis, graphics and other necessary documents as required by California Redevelopment Law.

As stated above, a separate consultant 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 draft community plan as well as the proposed expansion of the redevelopment area. City staff will review the document for accuracy and conformance with the City's regulations. It will be critical for the Plan Update Consultant Team 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.

As part of the plan update 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 plan update consultant team will 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.

City staff will also be responsible for drafting the Local Coastal Plan Amendment language and processing the plan update through the California Coastal Commission. The Consultant team will be responsible for attending up to two Coastal Commission hearings on the plan update outcomes.

The consultant team will be responsible for providing mapping services for the plan update process, which includes the development of GIS data and hard copy and digital maps. City staff will provide the consultant team 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 plan update website and newsletter.

B. DELIVERABLES

1. Administration

- a. Consultant Team shall work with staff on refinement of schedule.
 - (1) The City Project Manager shall provide the Consultant Team with draft plan update schedule.
 - (2) The Consultant Team shall refine the draft plan update schedule in coordination with the City Project Manager to reflect the 28-month update process.
 - (3) The Consultant Team shall prepare the schedule in both English and Spanish.

(4) The Consultant Team shall update the schedule on a bimonthly basis and provide it to the City Project Manager and other affected parties.

b. Consultant Team shall participate in regular coordination meetings with City staff.

2. Public Outreach

a. Consultant Team shall prepare community outreach and public participation program in both English and Spanish. Dates/times of the workshops will be scheduled in coordination with City Project Manager for greatest participation of stakeholders and public.

b. Consultant Team shall develop and implement media strategy in English and Spanish.

c. Consultant Team shall conduct one (1) community workshop to educate and introduce stakeholders to the community planning update process.

▪ The workshop shall be up to four (4) hours in length.

d. Consultant Team shall conduct one (1) community-wide survey to identify issues and needs in both English and Spanish.

e. Consultant Team shall provide a facilitator to conduct the meetings. The facilitator shall have experience in working with citizen and professional organizations within the urbanized communities.

f. Consultant Team shall conduct one (1) public workshop in order to establish community issues and overall vision desired by the community.

▪ The workshop shall be up to (4) four hours in length.

g. Consultant Team shall make presentations to other agencies and community organizations as necessary.

▪ Staff anticipates up to ten (10) meetings to be included in the process.

h. Consultant Team shall attend and participate in bimonthly stakeholder meetings on issues, goals, priorities, elements and land use plan.

▪ Consultant Team shall furnish meeting minutes to city staff and stakeholders.

3. Community Plan Update

a. Consultant Team shall identify issues and goals related to the plan update process and prepare an outline of those issues and goals.

b. Consultant Team shall develop an outline for the ten (10) plan elements, land use options and travel forecast analysis.

- c. Consultant Team shall conduct and complete an intense community charrette process, lasting up to six days.
 - d. Consultant Team shall conduct and complete a series of five (5) community workshops/forums related to the other plan elements. The workshops shall be up to (4) four hours in length.
 - e. Consultant Team shall prepare technical studies and strategies related to the update. These studies include: historic reconnaissance, air quality, noise, hazardous materials, mobility/traffic study (See Appendix A), co-location/buffer strategy.
 - f. Consultant Team shall develop three (3) land use alternatives as well as recommend a preferred land use alternative.
 - g. Consultant Team shall conduct a visual preference survey.
 - h. Consultant Team 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. Consultant Team shall be responsible for effectively coordinating the plan update 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. Consultant Team shall develop community plan text and graphics. Consultant Team shall develop format and graphics including 3D visualization and GIS maps for inclusion into the plan element sections.
 - k. Consultant Team shall prepare three (3) public review screenchecks to community stakeholders and other interested parties as well as prepare subsequent revisions.
 - l. Consultant Team shall prepare final draft Community Plan and associated documents to community stakeholders and other interested parties.
4. Zoning Program
- a. DSD staff will prepare preliminary analysis of conversion of PDO zones to citywide zones based on proposed land uses provided by the Consultant Team.
 - b. DSD staff in conjunction with the Consultant Team shall revise/draft new zones as necessary to implement new land use designations and plan policies.

- c. In conjunction with City staff, the Consultant Team shall attend a community/stakeholder workshop to educate community and to solicit input on the proposed rezoning program.
- d. The Consultant Team shall test new citywide zones.
- e. The Consultant Team shall participate in up to four (4) meetings with the Barrio Logan Community Plan Update Technical Working Group (TWG) and Zoning Code Monitoring Team (CMT) to discuss proposed revisions to the Land Development Code.

5. Public Hearing Process

- a. Consultant Team shall attend up to four (4) Planning Commission hearings for the CP and LDC recommendations.
- b. Consultant Team shall attend up to four (4) City Council hearings for the CP and LDC.
- c. Consultant Team shall attend up to two (2) Historical Resources Board hearings for the historical reconnaissance survey, CP, LDC.
- d. Consultant Team shall attend up to two (2) Coastal Commission hearings for the LCP.
- e. Consultant Team shall attend and provide support and materials for City's presentation.

C. QUALIFICATION AND EXPERIENCE

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

1. Consultant team 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 community plan and zoning program update. The Consultant team shall describe demonstrated public outreach and participation expertise (including samples of public outreach and participation materials, if appropriate). Further, the Consultant team shall describe facilitation experience as well as working with members of a community to reach consensus and develop a plan.
3. The Consultant team shall be able to prepare materials, including but not limited to agendas, minutes, meeting notes, working papers, screen checks, correspondence, and final reports, as well as communicate fluently in Spanish.

4. The Consultant team 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 historic reconnaissance and archeological studies; preparation of environmental (hazardous materials) analysis and mitigation studies; preparation of noise analysis and mitigation studies; 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 the San Diego Unified Port District (or other US port operator) and industrial operations interfaces; as well as experience with community arts programs.
5. The Consultant team shall describe their understanding of the community's history, demographics, and issues and opportunities as well as its relationship to other neighboring communities including the Port tidelands and the Naval Base San Diego.
6. The Consultant team shall describe experience with analyzing and applying the City's Land Development Code. Consultant team 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 Consultant team has no prior experience with the City's Land Development Code, the Consultant team shall describe their experience with analyzing, applying, or updating zoning ordinances for other large urban cities.
7. The Consultant team shall also 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.
8. The Consultant team shall be comfortable with and articulate in public speaking situations, both in English and Spanish, and should demonstrate awareness of professional behaviors and protocols.
9. Consultant team shall be competent in use of standard computer technology. The format for all draft and final documents shall be in Microsoft Word. The Consultant team shall also 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 should be Adobe Illustrator format compatible. The Consultant team shall also have sufficient experience in Microsoft Project or other similar project management software. The City shall not provide any training about how to perform any of the computer-related tasks required to complete the requirements of this RFP.

10. The Consultant team shall submit resumes for each Principal, project manager, and staff who will be involved in the project. The Consultant team shall provide contact information, including e-mail address, for the Principal in Charge and project managers for the lead firm and each subconsultant.
11. The Consultant team shall submit a minimum of two (2) writing samples done in the last five (5) years relevant to the scope of work.
12. The Consultant team shall be assigned and dedicated to the City's account.
13. The Consultant team 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.
14. The Consultant team, prime and subconsultants, shall submit a list, which indicates all prime contracts and/or amendments awarded to the Consultant team from the City of San Diego for the last three (3) years. The list shall include a short description of the project, the project scope of work, award date, completion date, name of Consultant team's assigned Project Manager, name of City's Project Manager, and contract value.

D. REFERENCES

Consultant teams 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 (use form on page 38). Consultant teams 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 Consultant team.

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 shall 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 two (2) years 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 PAGES

PRICING FOR DELIVERABLES AS SPECIFIED IN RFP SECTION IV

1. Administration	\$ _____	Fixed Price Lump Sum
2. Public Outreach	\$ _____	Fixed Price Lump Sum
3. Community Plan Update*	\$ _____	Fixed Price Lump Sum
4. Zoning Program	\$ _____	Fixed Price Lump Sum
5. Public Hearing Program	\$ _____	Fixed Price Lump Sum
<u>Fixed Price Lump Sum Total</u>	\$ _____	

*For information purposes, Proposer shall specify fixed price lump sum dollar figures for the following Community Plan Update Tasks. These dollar figures shall already be inclusive of the above Section VI, Item 3 "Community Plan Update" fixed price lump sum.

Urban Form Analysis and Massing Studies:	\$ _____	Fixed Price Lump Sum
Visual Preference Survey:	\$ _____	Fixed Price Lump Sum
Public Facilities & Parks System Strategy including Phasing and Financing Plan:	\$ _____	Fixed Price Lump Sum
Historical Resources Reconnaissance and Archeological Study:	\$ _____	Fixed Price Lump Sum
Hazardous Materials Study:	\$ _____	Fixed Price Lump Sum
Noise Study:	\$ _____	Fixed Price Lump Sum
Mobility Analysis and Traffic Study:	\$ _____	Fixed Price Lump Sum
Co-location and Buffer Strategy:	\$ _____	Fixed Price Lump Sum

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: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar Value of Contract: \$ _____ Contract Dates: _____

Requirements of Contract: _____

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar Value of Contract: \$ _____ Contract Dates: _____

Requirements of Contract: _____

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar Value of Contract: \$ _____ Contract Dates: _____

Requirements of Contract: _____

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: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar amount of sub-contract: \$ _____ Contract Dates: _____

Contractor's License #: _____

Requirements of contract: _____

What portion of work will be assigned to this subcontractor: _____

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar amount of sub-contract: \$ _____ Contract Dates: _____

Contractor's License #: _____

Requirements of contract: _____

What portion of work will be assigned to this subcontractor: _____

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar amount of sub-contract: \$ _____ Contract Dates: _____

Contractor's License #: _____

Requirements of contract: _____

What portion of work will be assigned to this subcontractor: _____

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, _____, certify that my company, _____, 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: _____ Signature: _____

CONTRACTOR INFORMATION FORM

CONTRACTOR: _____

PROPOSAL NUMBER: _____

CONTRACT TITLE: _____

CONTACT PERSON: 7:00 a.m. to 3:30 p.m. _____

PHONE NUMBER: One (1) Hour Response or Less _____

FAX NUMBER: _____

PAGER NUMBER: _____

CELL PHONE NUMBER: _____

EMERGENCY NUMBER: _____

(For non working hours including weekends and holidays)

NAME OF ON SITE (WORKING) SUPERVISOR: _____

(Capable of discussing all aspects of the contract)

NAME OF NON-WORKING SUPERVISOR: _____

NUMBER OF EMPLOYEES ASSIGNED TO JOB SITE: _____

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

PRINT NAME: _____

SIGNATURE: _____

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

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: _____

Mailing Address: _____

Telephone No.: (____) _____

E-Mail Address: _____

- 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: _____

6. Number of Employees: _____

7. Annual Gross Receipts (three year average): _____

- 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: _____
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.

WORK FORCE REPORT – Page 2

NAME OF FIRM: _____

DATE: _____

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							
Professional Specialty							
Engineers/Architects							
Technicians and Related Support							
Sales							
Administrative Support/Clerical							
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							
--------------------	--	--	--	--	--	--	--

GRAND TOTAL ALL EMPLOYEES	
---------------------------	--

INDICATE BY GENDER AND ETHNICITY THE NUMBER OF ABOVE EMPLOYEES WHO ARE DISABLED:

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

NON-PROFIT ORGANIZATIONS ONLY:

BOARD OF DIRECTORS							
VOLUNTEERS							
ARTISTS							

WORK FORCE REPORT – Page 3

NAME OF FIRM: _____

DATE: _____

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)
Carpenter														
Drywall Installer														
Electrician														
Elevator Installers														
Finishers, Concrete or Terrazzo														
Glaziers														
Helpers, Construction Trade														
Ironworkers, Structural Metal Workers														
Laborers														
Millwrights														
Masons, Bricklayers														
Tile setters														
Operators														
Painters														
Pipe fitter, Plumbers														
Plasterers														
Roofers														
Security, Protective Services														
Sheet Metal, Duct Installers														
Welders, Cutters														
TOTALS EACH COLUMN														

GRAND TOTAL ALL EMPLOYEES

INDICATE BY GENDER AND ETHNICITY THE NUMBER OF ABOVE EMPLOYEES WHO ARE DISABLED:

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

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:

B. BIDDER/CONTRACTOR INFORMATION:

Legal Name	DBA		
Street Address	City	State	Zip
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.

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: ___/___/___ State of incorporation: _____

List corporation's current officers:

President: _____
Vice President: _____
Secretary: _____
Treasurer: _____

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

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.

Print Name, Title

Signature

Date

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.



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.

Print Name, Title

Signature

Date

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.

- 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.

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

**DRUG-FREE WORKPLACE
CONTRACTOR CERTIFICATION**

PROPOSAL NUMBER:

PROJECT TITLE: _____

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,

(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: _____

PRINTED NAME: _____

TITLE: _____

COMPANY NAME: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____

DATE: _____

Barrio Logan Update 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 area. 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 Barrio Logan/Harbor 101 Community Plan, the Barrio Logan Redevelopment Plan, Environmental Impact Reports for projects and programs in the vicinity of the planning area, Sandag's Working Waterfront Freeway Access Study (10th Ave. Terminal Access), Barrio Logan Truck Study, dated September 2004, Centre City Development Corporation's (CCDC) Community Plan Update Traffic Study & proposed mitigations and subsequent studies stemming from this, and all related transportation studies in and around the Barrio Logan community.

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, morning, noon, and evening peak-hour intersection turning movement counts including pedestrian counts and intersection lane configurations, peak pedestrian and bicycle counts including weekends, traffic speed data, existing traffic signal timing data, and transit service and ridership data.

1.c Data Needed for Calibrating Travel Forecast Model: 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 Barrio Logan Community Plan update.

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. These routes shall include Harbor Drive, Cesar Chavez Parkway, National Avenue, 28th Street and 32nd Street.
- 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. These key intersections shall

include points along Harbor Drive, Cesar Chavez Parkway, 28th Street, 32nd Street and access to and from Interstate-5 and Interstate 15.

- 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.
- G. Goods Movement – Evaluate the transportation infrastructure serving truck traffic circulation and accessibility needs. Sandag's Working Waterfront Freeway Access Study (10th Ave. Terminal Access), Barrio Logan Truck Study, dated September 2004 should be used for base information.

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 configuration, traffic controls, transit routes, and land use inputs in the Cities/County travel forecasting model for the base year, build-out year and any alternative scenarios up to eight 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. Goods Movement – Evaluate the transportation infrastructure serving truck traffic circulation and accessibility needs. Sandag's Working Waterfront Freeway Access Study (10th Ave. Terminal Access), Barrio Logan Truck Study, dated September 2004 should be used for base information.
- F. 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 Mobility Element

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

BARRIO LOGAN COMMUNITY PLAN UPDATE TASKS

APPENDIX B

Lead: L

Collaborate: C

Review: R

000417

	Project Management and Administration Tasks	Plan Update Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
1	Coordinate and Produce Plan Update Work Product	L			C/R
2	Maintain Project Schedule and Plan Update 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 Plan Update Documents	L			C/R

	Community Outreach and Participation Tasks	Plan Update Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
7	Develop and Maintain Update Website and Newsletter	C/R	C	C	L
8	Attend Public Meetings Per Section 1.1.5	C/R	C	C	L/C
9	Meeting Facilitation	L			C/R

	Community Plan Update Tasks	Plan Update Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
10	Prepare Ten (10) Community 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 Six (6) 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
17	Prepare Historical Resources Reconnaissance and Archeological Study	L	C/R		C/R
18	Prepare Hazardous Materials Study	L	C/R		C/R
19	Prepare Noise Study	L	C/R		C/R
20	Prepare Mobility Analysis and Traffic Study	L	C/R		C/R
21	Prepare Co-location and Buffer Strategy	L	C/R		C/R

22	Prepare 1 st Draft Community Plan Document	L	C/R	C/R	C/R
23	Prepare 2 nd Draft Community Plan Document	L	C/R	C/R	C/R
24	Prepare 3 rd Draft Community Plan Document	L	C/R	C/R	C/R
25	Prepare Final Draft Community Plan Document	L	C/R		C/R

	Zoning Program Tasks	Plan Update Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
26	Prepare Preliminary Analysis of Conversion of PDO Zones to Citywide Zones	R			L
27	Revise/Draft New Zoning	L		C/R	C/R
28	Test New City-wide Zoning	L		C/R	C/R
29	Prepare Ordinance Amendments to the LDC	R			L

	Other Tasks	Plan Update Consultant Responsibilities	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant	City Staff
30	Expand Redevelopment Area Boundaries				L
31	Develop Public Facilities Financing Plan	C/R	C/R	C/R	L
32	Prepare Amendments to Local Coastal Program	C/R	C/R		L
33	Create Environmental Impact Report and studies required under CEQA	C/R	L		C/R

34	Provide Mapping Services which includes the development of GIS data and hard copy and digital maps.	L			C/R
35	Publication of Materials and Documents	C	C	C	L

CITY OF SAN DIEGO

PURCHASING & CONTRACTING DEPARTMENT
1200 Third Avenue, Suite 200
San Diego, CA 92101-4195
Fax: (619) 236-5904

ADDENDUM A

Proposal No. 8964-08-Z

Proposal Closing Date: August 21, 2007
@ 4:00 p.m.

Proposals for furnishing the City of San Diego with **Professional Planning Services for the City of San Diego Barrio Logan Community Plan Update.**

The following changes to the specifications are hereby made effective as though they were originally shown and/or written:

1. Delete the original Request for Proposal cover page and replace with the attached Addendum A Bid cover page. (NOTE: A Pre-Proposal Conference has been added.)
2. Delete the original page 6 and replace with the attached Addendum A page 6. (NOTE: Section I, paragraph E has been changed.)
3. Delete the original page 7 and replace with the attached Addendum A page 7. (NOTE: Section II, paragraph B has been changed.)
4. Add the attached Addendum A page 13a. (NOTE: Section II, paragraph S has been added.)

CITY OF SAN DIEGO PURCHASING & CONTRACTING DEPARTMENT

Michael Winterberg
Procurement Specialist
(619) 533-6441

July 18, 2007

MW/bl

000422



CITY OF SAN DIEGO

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

Proposal No. 8964-08-Z

REQUEST FOR PROPOSAL

Closing Date: August 21, 2007
@ 4:00 pm P.S.T.

ADDENDUM A

Subject: Furnish the City of San Diego with Professional Planning Services for the City of San Diego Barrio Logan Community Plan Update

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 13a for details.

Company Name, Federal Tax I.D. No., Street Address, City, State, Zip Code, Tel. No., Fax No., E-Mail, Signature, Title, Date, Cash discount terms, City of San Diego Business Tax License #

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.

FOR FURTHER INFORMATION CONCERNING THIS PROPOSAL, PLEASE CONTACT:
MICHAEL WINTERBERG/bl9, Procurement Specialist
Phone: (619) 533-6441 Fax: (619) 533-3230 E-mail: MWinterberg@sandiego.gov

Interested parties who have successfully demonstrated an ability to perform Consulting work for a city or public agency of similar size and have a proven record of success in providing planning services are invited to submit a Response to this Request for Proposal (RFP).

B. SCOPE OF WORK

The primary components of the consulting work program includes: (1) project management/administration, (2) public outreach and involvement, (3) community plan update, (4) special studies, (5) zoning program, and (6) public hearings. It is the City's long-term planning effort to conduct clustered community plan updates. As additional funding becomes available, this work program may be expanded to include updates to the Southeastern San Diego and Skyline-Paradise Hills Community Plan areas. 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 (Consultant Team) that delivers multi-disciplinary planning consulting 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.

E. TIMELINE

The City anticipates that the process for nominating and selecting a Proposer, and awarding the contract, will be according to the following tentative schedule (subject to change by the City):

Advertise and Issue RFP:	07/13/2007
Pre-Proposal Conference:	08/02/2007
Questions Due Date:	08/09/2007
Proposal Closing Date:	08/21/2007
Oral Interviews (City's option):	09/2007
Selection and Notification:	09/2007
Contract Negotiation Complete:	10/2007
City Council Approval of Contract:	11/2007
Award of Contract and Notice to Proceed:	11/2007

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 5:00 p.m. Pacific Standard time on **August 9, 2007**. Such requests should contain the following: "QUESTIONS: 8964-08-Z-RFP". Only written communications relative to the procurement shall be considered. Electronic mail is the only acceptable method for submission of questions. Proposers must e-mail Michael Winterberg at MWinterberg@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);

S. PRE-PROPOSAL CONFERENCE

A Pre-Proposal conference will be held on Thursday, August 2, 2007, at 10:00 a.m. Pacific Standard Time, in the Conference Room of the City Planning & Community Investment Department, which is located in the Civic Center Plaza building, at 1200 Third Avenue, 14th Floor, San Diego, CA 92101-4195.

The purpose of the Pre-Proposal conference will be to provide an overview of the RFP requirements, ensure that all participants have a common basis of understanding of the requirements and provide information that may be helpful in preparing proposals. Interested Proposers are strongly urged to attend this Pre-Proposal conference. However, the Pre-Proposal conference is not mandatory.

Failure of Proposers to attend the Pre-Proposal conference does not relieve Proposers of the responsibility to comprehend all information contained within this document, information discussed at the Pre-Proposal conference, and issued addenda, and does not relieve Contractors to perform its duties in accordance with the Contract Documents subsequent to award.

Proposers should estimate duration of the Pre-Proposal conference to be approximately two (2) hours. Proposers who are attending the Pre-Proposal conference should bring written copies of any questions they may have to the conference. The City may provide preliminary information at this Pre-Proposal conference in response to questions, however, answers will be provided in accordance with Section II, Paragraph B "Questions".

CITY OF SAN DIEGO

PURCHASING & CONTRACTING DEPARTMENT
1200 Third Avenue, Suite 200
San Diego, CA 92101-4195
Fax: (619) 236-5904

ADDENDUM B

Proposal No. 8964-08-Z-RFP

Proposal Closing Date: August 21, 2007
@ 4:00 p.m.

Proposals for furnishing the City of San Diego with **Professional Planning Services for the City of San Diego Barrio Logan Community Plan Update.**

The following changes to the specifications are hereby made effective as though they were originally shown and/or written:

1. Delete the original page 8 and replace with the attached Addendum B page 8.
(NOTE: Section II, paragraph C, item 1 has been changed.)
2. Delete the original page 9 and replace with the attached Addendum B pages 9 and 9a.
(NOTE: Section II, paragraph G, item 1.d has been added.)
3. Delete the original page 10 and replace with the attached Addendum B page 10.
(NOTE: Section II, paragraph G, item 2.c has been changed.)
4. Delete the original page 14 and replace with the attached Addendum B page 14.
(NOTE: Section III, paragraph B has been changed.)
5. Delete the original page 23 and replace with the attached Addendum B pages 23 and 23a. (NOTE: Section IV, paragraph A, item 4 has been changed.)
6. Delete the original page 28 and replace with the attached Addendum B page 28.
(NOTE: Page 28, Section IV, paragraph A, item 6 has been changed.)
7. Delete the original page 32 and replace with the attached Addendum B pages 32 and 32a. (NOTE: Section IV, paragraph B, item 4.f has been added; Section IV, paragraph C, item 1 has been changed.)
8. Delete the original page 33 and replace with the attached Addendum B page 33.
(NOTE: Section IV, paragraph C, item 9 has been changed.)
9. Delete the original page 34 and replace with the attached Addendum B page 34.
(NOTE: Section IV, paragraph D has been changed.)

10. Delete the original page 37 and replace with the attached Addendum B page 37. (NOTE: Section VI, item 4 has been added; items 5 and 6 have been changed.)
11. Add a six (6) page "Pre-Proposal Questions and Answers". (NOTE: This is for informational purposes only and is not part of any resulting contract.)
12. Add Exhibit A, Memorandum of Agreement.
13. Add Appendix C, Barrio Logan Studies.

CITY OF SAN DIEGO PURCHASING & CONTRACTING DEPARTMENT

Michael Winterberg
Procurement Specialist
(619) 533-6441

August 15, 2007

MW/bl

- 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, one digital copy (PDF format) on Compact Disc and **five (5)** copies of the Technical Volume plus one (1) original, one digital copy (PDF format) on Compact Disc and **five (5)** 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.

c. Alternative Proposals

If Proposer has offered goods or services which are responsive, Proposer may thereafter include with the Proposal any additional proposals or alternatives that are not "equals" but that Proposer believes may meet or exceed City's requirements and that offer City additional advantages or benefits. City reserves the right to evaluate and accept or reject such Alternative Proposals as though they were part of the original Specifications without advertising for further Proposals or to re-advertise based on such Alternative Proposals when in the best interests of the City. An Alternative Proposal must be submitted on the same forms provided by the Purchasing Agent, with adequate information for the City to evaluate the costs and benefits.

d. Additional Submittals/Forms

(1) **Proposer's References (use form on page 38).**

(2) **Proposer's Statement of Subcontractors (use form on page 39).**

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 Statement of Financial Responsibility as specified in Section II, paragraph L (use form on page 40).
- (2) Contractor Information Form (see page 41).
- (3) Certification Survey (use form on page 42).
- (4) Work Force Report (use form on pages 43-45).
- (5) Contractor Standards Questionnaire (use form on pages 46-50).
- (6) Contractor Certification Regarding Drug-Free Workplace Compliance (use form on pages 51-53).

H. SUBMITTALS REQUIRED UPON PROVISIONAL AWARD

1. Insurance requirements as specified in Section III, paragraph D.
2. Taxpayer Identification number (W-9) as specified in General Provisions for proposals 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.

III. SPECIFIC PROVISIONS**A. 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.

B. ENTIRE CONTRACT DOCUMENTS

Once the City issues a letter of Award to the apparent successful Proposer, a binding Contract is deemed executed by all Parties, subject only to the Proposer providing all requisite documentation, such as certificates of insurance and bonds to the Purchasing & Contracting Department within ten (10) calendar days. Failure to provide requisite information or documents may result in the apparent successful Proposal being rejected as non-responsive.

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, **which will be memorialized on a Memorandum of Agreement form (See Exhibit A).** 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.

C. 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.

D. 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.

The Consultant Team shall prepare at least three (3) screen checks of the community plan for review as well as the final draft. The Consultant Team shall be responsible for printing, in color, and preparing the community plan for distribution. The Consultant Team 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 community plan and associated documents.

4. Special Studies

Appendix C contains a list of research materials, studies and reports compiled by City staff. This list has some but not all of the documents that may have been prepared by the US Navy, San Diego Unified Port District, Centre City Development Corporation (CCDC), San Diego Association of Governments (Sandag) or the California Department of Transportation (Caltrans). Proposers are responsible for contacting these agencies to determine if additional studies or reports have been produced prior to submitting a proposal. Proposers are responsible for scheduling an appointment with the City's Project Manager via the Procurement Specialist to review the material on file prior to submitting a proposal.

The Consultant Team shall prepare the following special studies, in addition to any technical studies separately required by the environmental review process. The Consultant Team shall identify the person responsible for internal quality control and technical accuracy for the special study and include it on the project schedule.

a. Historical Resources Reconnaissance and Archeological Study

The Consultant Team shall prepare a reconnaissance level survey of the built environment at the parcel level and of cultural landscape features within the plan boundary area developed prior to 1965. The potential for relocated resources within the plan boundary area shall be addressed. These resources require special attention and should be evaluated based on guidance from the National Register designation criteria. Significant building interiors located within public buildings shall be addressed as part of the survey.

A records search of the plan area shall be conducted at the South Coastal Information Center, San Diego State University and a background literature review of available published and unpublished documentation, including Cultural Resource Management site reports. Results of the records search and literature review shall be used to address the potential for prehistoric and historic archaeological resources within the plan boundary area, including the potential for burials and Native American culturally significant sites.

Survey work product shall be consistent with the City of San Diego Historical Resources Guidelines, the Secretary of the Interior's Standards for Surveys and Preservation Planning, as outlined in NPS Bulletin 24: Guidelines for Local Surveys: A Basis for Preservation Planning and NPS Bulletin 18: How to Evaluate and Nominate Designated Historic Landscapes, as appropriate for reconnaissance level surveys. Inventoried resources shall be evaluated using City of San Diego adopted designation criteria and Office of Historic Preservation status codes, as defined in Technical Bulletin #8: User's Guide to the California Historical Resource Status Codes and Historic Resources Inventory Directory (November 2004).

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 community plan update. Specifically, City staff will utilize language developed by the Consultant Team that is based on the public facilities and a parks system study. City staff will prepare the fee schedules as part of the PFFP. It shall be the responsibility of the Consultant Team to incorporate the PFFP timeline into the overall project timeline to assure that the PFFP accompanies the community plan update to Council for approval. It shall be the responsibility of the Consultant Team to review the draft PFFP to ensure that it implements the draft policies and objectives set forth in the community plan. **The PFFP timeline will be determined by the selected Proposer in conjunction with the City's Project Manager subsequent to award of a contract.**

7. Public Hearing Process

The Consultant Team shall assume that adoption of the Barrio Logan/Harbor 101 community plan and zoning program update shall require workshops and decision-related hearings each at the San Diego Historical Resources Board, San Diego Planning Commission, City Council and California Coastal Commission.

8. Staff and Other Consultant Responsibilities

The Barrio Logan Plan Update is one element of a larger work plan that will be conducted over the 28 month period. The other components include expansion of the Barrio Logan Redevelopment Area, creation of a new Environmental Impact Report (EIR) and processing amendments to the Local Coastal Program (LCP). The Redevelopment Expansion and EIR components will be solicited as part of two separate RFP processes. 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 plan update consultant contract to avoid duplication and inconsistencies in the work product. See Appendix B for a breakdown of consultant responsibilities.

Currently, the Redevelopment Area encompasses approximately one-third of the planning area. The consultant selected for the redevelopment area expansion study will prepare a blight study to determine economic and social conditions within the community. City Redevelopment staff will be responsible for preparing the reports to council, conducting the fiscal tax increment analysis, graphics and other necessary documents as required by California Redevelopment Law.

- c. In conjunction with City staff, the Consultant Team shall attend a community/stakeholder workshop to educate community and to solicit input on the proposed rezoning program.
- d. The Consultant Team shall test new citywide zones.
- e. The Consultant Team shall participate in up to four (4) meetings with the Barrio Logan Community Plan Update Technical Working Group (TWG) and Zoning Code Monitoring Team (CMT) to discuss proposed revisions to the Land Development Code.
- f. **The Consultant Team shall work closely with Land Development Code staff on the development and implementation of the zones. The Consultant team will be required to prepare a zone compatibility matrix and zone models based on the proposed zones to ensure they are appropriate for the land use designation that they are implementing.**

5. Public Hearing Process

- a. Consultant Team shall attend up to four (4) Planning Commission hearings for the CP and LDC recommendations.
- b. Consultant Team shall attend up to four (4) City Council hearings for the CP and LDC.
- c. Consultant Team shall attend up to two (2) Historical Resources Board hearings for the historical reconnaissance survey, CP, LDC.
- d. Consultant Team shall attend up to two (2) Coastal Commission hearings for the LCP.
- e. Consultant Team shall attend and provide support and materials for City's presentation.

C. QUALIFICATION AND EXPERIENCE

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

1. Consultant team shall describe experience in completing similar consulting efforts and present each team member's qualifications. For each **Proposer who is a member of a team**, 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 community plan and zoning program update. The Consultant team shall describe demonstrated public outreach and participation expertise (including samples of public outreach and participation materials, if appropriate). Further, the Consultant team shall describe facilitation experience as well as working with members of a community to reach consensus and develop a plan.
3. The Consultant team shall be able to prepare materials, including but not limited to agendas, minutes, meeting notes, working papers, screen checks, correspondence, and final reports, as well as communicate fluently in Spanish.

4. The Consultant team 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 historic reconnaissance and archeological studies; preparation of environmental (hazardous materials) analysis and mitigation studies; preparation of noise analysis and mitigation studies; 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 the San Diego Unified Port District (or other US port operator) and industrial operations interfaces; as well as experience with community arts programs.
5. The Consultant team shall describe their understanding of the community's history, demographics, and issues and opportunities as well as its relationship to other neighboring communities including the Port tidelands and the Naval Base San Diego.
6. The Consultant team shall describe experience with analyzing and applying the City's Land Development Code. Consultant team 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 Consultant team has no prior experience with the City's Land Development Code, the Consultant team shall describe their experience with analyzing, applying, or updating zoning ordinances for other large urban cities.
7. The Consultant team shall also 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.
8. The Consultant team shall be comfortable with and articulate in public speaking situations, both in English and Spanish, and should demonstrate awareness of professional behaviors and protocols.
9. Consultant team shall be competent in use of standard computer technology. The format for all draft and final documents shall be in Microsoft Word. The Consultant team shall also 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 should be Adobe Illustrator format compatible. The Consultant team shall also have sufficient experience in Microsoft Project or other similar project management software. The City shall not provide any training about how to perform any of the computer-related tasks required to complete the requirements of this RFP. **The Consultant Team Project Manager is not required to speak fluent Spanish. However, at least one member of the consultant team who will be in attendance at all of the community meetings must be able to speak and write fluently in Spanish.**

10. The Consultant team shall submit resumes for each Principal, project manager, and staff who will be involved in the project. The Consultant team shall provide contact information, including e-mail address, for the Principal in Charge and project managers for the lead firm and each subconsultant.
11. The Consultant team shall submit a minimum of two (2) writing samples done in the last five (5) years relevant to the scope of work.
12. The Consultant team shall be assigned and dedicated to the City's account.
13. The Consultant team 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.
14. The Consultant team, prime and subconsultants, shall submit a list, which indicates all prime contracts and/or amendments awarded to the Consultant team from the City of San Diego for the last three (3) years. The list shall include a short description of the project, the project scope of work, award date, completion date, name of Consultant team's assigned Project Manager, name of City's Project Manager, and contract value.

D. REFERENCES

Consultant teams are required to provide a minimum of three (3) references for each **for each Proposer who is a member of a team** 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 (use form on page 38). Consultant teams 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 Consultant team.

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.

IV. PRICING PAGESPRICING FOR DELIVERABLES AS SPECIFIED IN RFP SECTION IV

1. Administration	\$ _____	Fixed Price Lump Sum
2. Public Outreach	\$ _____	Fixed Price Lump Sum
3. Community Plan Update*	\$ _____	Fixed Price Lump Sum
4. Special Studies	\$ _____	Fixed Price Lump Sum
5. Zoning Program	\$ _____	Fixed Price Lump Sum
6. Public Hearing Program	\$ _____	Fixed Price Lump Sum
<u>Fixed Price Lump Sum Total</u>	\$ _____	

*For information purposes, Proposer shall specify fixed price lump sum dollar figures for the following Community Plan Update Tasks. These dollar figures shall already be inclusive of the above Section VI, Item 3 "Community Plan Update" fixed price lump sum.

Urban Form Analysis and Massing Studies:	\$ _____	Fixed Price Lump Sum
Visual Preference Survey:	\$ _____	Fixed Price Lump Sum
Public Facilities & Parks System Strategy including Phasing and Financing Plan:	\$ _____	Fixed Price Lump Sum
Historical Resources Reconnaissance and Archeological Study:	\$ _____	Fixed Price Lump Sum
Hazardous Materials Study:	\$ _____	Fixed Price Lump Sum
Noise Study:	\$ _____	Fixed Price Lump Sum
Mobility Analysis and Traffic Study:	\$ _____	Fixed Price Lump Sum
Co-location and Buffer Strategy:	\$ _____	Fixed Price Lump Sum

**Proposal No. 8964-08-Z-RFP
Pre-Proposal Questions and Answers**

Please note that the questions and answers are for information purposes only and are not part of the contract.

Question 1

Page 54 of the RFP references Research and Data Collection. Has the City put together packages of all available data? If so, how may I obtain those, and what is the cost?

Answer 1

The Specifications have been changed to address this question. Please refer to Section IV, Paragraph A, Item 4 "Special Studies" on page 23 this Addendum B. Note: The cost to reproduce the documents is \$0.25 cents per page for black and white copies.

Question 2

Page 28, Section IV, Paragraph A, Item 8 "Staff and Other Consultant Responsibilities": What advantages does the City see in issuing three contracts rather than one? (Community Plan Update; EIR; Fiscal Impact)?

Answer 2

A greater level of objectivity and independence in relation to the environmental and fiscal analysis will be achieved by awarding separate contracts.

Question 3

If awarded the Community Plan Update, will the Prime and/or subconsultants be eligible to propose on one or both of the two remaining contracts?

Answer 3

No.

Question 4

Will a single City of San Diego project manager administer all three contracts, or will each contract have its own PM?

Answer 4

A single project manager is assigned to administer all three contracts for the Barrio Logan Plan Update.

Question 5

How can the Consultant Team PM guarantee the performance of the subconsultants if the EIR and Fiscal Impact contracts are separate?

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Pre-Proposal Questions and Answers (Continued)

Answer 5

The Consultant Team Project Manager will work in close coordination with the City's PM to ensure the work done by the other consultants is on time and accurate.

Question 6

Are the EIR and Fiscal Impact contracts considered follow-up contracts?

Answer 6

The EIR and Fiscal Impact contracts are separate contracts that will be conducted in close coordination with the plan update contract.

Question 7

Are any of the subsequent Community Plans separate contracts?

Answer 7

Any subsequent Community Plans would be conducted under a separate contract.

Question 8

Section IV, Paragraph A, Item 5.d on Page 27.: How do you envision the Consultant team testing new citywide zones?

Answer 8

The Specifications have been changed to address this question. Please refer to Section IV, Paragraph B, Item 4.f "Zoning Program" on page 32 this Addendum B.

Question 9

Section IV, Paragraph A, Item 6, Page 28: If the Consultant Team is responsible for incorporating the PFFP timeline into the overall project timeline, does the City have that timeline already set? When will it be provided to the contract Prime?

Answer 9

The Specifications have been changed to address this question. Please refer to Section IV, Paragraph A, Item 6 "Public Facilities Financing Plan" on page 28 this Addendum B.

Question 10

Section IV, Paragraph C "Qualifications and Experience", Item 1, Page 32: When requesting similar projects/references, are three required for each team member or are three required for each firm who is a member of the team?

Answer 10

The Specifications have been changed to address this question. Please refer to Section IV, Paragraph C, "Qualifications and Experience", Item 1 on page 32, and Section IV, Paragraph D "References" on page 34 of this Addendum B.

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Pre-Proposal Questions and Answers (Continued)

Question 11

Is it required that the Consultant Team PM speak Spanish? If not, how serious is the requirement?

Answer 11

The Specifications have been changed to address this question. Please refer to Section IV, Paragraph C, "Qualifications and Experience", Item 8 on page 33 of this Addendum B.

Question 12

Will it be required that the project schedule be produced in both Spanish and English?

Answer 12

Yes. Please refer to Section IV, paragraph B, Item 1 "Administration", a (3) on page 29 of this RFP.

Question 13

Will it be required that the EIR be produced in both Spanish and English?

Answer 13

This question is outside the scope of this RFP.

Question 14

Has the City specified a DBE/MBE/WBE/OBE/SBE goal for the Barrio Logan Community Plan Update Project? What is the goal?

Answer 14

Consulting services are subject to the City's Equal Employment Opportunity and Nondiscrimination requirements. Proposers must complete and submit a Work Force Report with their proposal as specified in Section II, Paragraph G, Item 2.c (4). Please refer to Paragraph F, Item 11 on page 13 of the City of San Diego General Provisions for Proposals dated 01/18/2005 (incorporated by reference in Section III, Paragraph E of this RFP) for additional information relative to the City's Equal Employment Opportunity and Nondiscrimination requirements.

Question 15

What is the budget?

Answer 15

This information is not being provided. Proposers are to propose pricing in accordance with Section V "Pricing Submittal", based upon the requirements listed in this RFP.

Question 16

We would like to request a copy of the comprehensive hazmat study.

Proposal No. 8464-07-Z-RFP
Pre-Proposal Questions and Answers (Continued)

Answer 16

The City has a comprehensive Hazardous Sites Study that was completed for the Barrio Logan Plan Area in 2000. The study is available on CD at a cost of \$5.00. The CD can be purchased at the offices of City Planning & Community Investment, 202 C Street, 4th floor.

Question 17

What kinds of land uses and development concepts would the City like to see?

Answer 17

Land uses and development concepts that are in conformance with the policies set forth in the City's draft General Plan. The following is a link to the draft General Plan document:
<http://www.sandiego.gov/planning/genplan/index.shtml>

Question 18

Please clarify the steps to submit the "Alternative Proposal".

Answer 18

The requirements for submitting an Alternative Proposal are specified in Section II, paragraph G "Two Volume Proposals", item 1.c on page 9 of the RFP.

Question 19

Where in the proposal do we include the overview of team qualifications and our understanding of the project?

Answer 19

This information is considered an "Executive Summary" and is specified in Section II, paragraph G "Two Volume Proposals", item 1.a on page 9 of the RFP.

Question 20

Has a study area been identified for the mobility assessment? Based on the scope, key intersections, roadway segments, and pedestrian routes will be provided by City staff. Are there areas north/east of I-5 that need to be evaluated?

Answer 20

The study area for this RFP includes the existing boundaries set forth for the Barrio Logan Community Planning Area. These boundaries exclude the San Diego Unified Port District Tidelands and the United States Navy Property. At this time, there are no areas north/east of I-5 that will be evaluated. Please click on the following link for a map of the planning area:

<http://www.sandiego.gov/planning/community/profiles/barriologan/pdf/1lubarriologan.pdf>

Question 21

Can you provide a map that outlines the community planning and redevelopment areas?

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Pre-Proposal Questions and Answers (Continued)

Answer 21

Please see attached link: Community Plan Boundaries:

<http://www.sandiego.gov/planning/community/profiles/barriologan/pdf/11ubarriologan.pdf>

Redevelopment Area Boundaries can be found on page 82:

<http://www.sandiego.gov/development-services/industry/pdf/codeamend/pdo/art2bl.pdf>

Question 22

Volume II * Price Proposal requires the forms included on pages 38 * 53 of the RFP to be submitted for the prime firm. Which of these, if any, must be completed by our subconsultants?

Answer 22

All specified forms are required to be completed and submitted by the Proposer (Prime).

Question 23

On page 20, letter "d" you describe a role for a senior member of the firm, not on the project team, to provide QC on all products. Does this mean that you would like a different principal to provide QC or could the principal in charge perform this role?

Answer 23

The principal in charge of the planning contract can perform the quality control on the products.

Question 24

RFP states that "DSD staff in conjunction with the Consultant Team shall revise/draft new zones as necessary to implement new land use designations and plan policies." Please clarify Consultant's role in drafting new zoning.

Answer 24

As specified in Section IV (5), Zoning Program, the City of San Diego Development Services Department (DSD) Land Development Code (LDC) staff will prepare the rezoning program to implement the new Barrio Logan Community Plan. The Consultant Team shall review the proposed zones and provide feedback to ensure that the proposed zones properly implement the land use designations and plan policies.

Question 25

RFP states the goal to "... accomplish the PDO transition to citywide zoning." Is the goal to not have a Barrio Logan PDO after the planning process is completed, or to simply ensure consistency between the PDO and the new citywide zoning? What if there are uses and districts that emerge from the planning process that are not in the citywide zoning regulations?

Proposal No. 8464-07-Z-RFP
Pre-Proposal Questions and Answers (Continued)

Answer 25

The goal is to eliminate the planned district ordinance for the Barrio Logan Planning area and use City-wide zones. In the event there are no existing zones to match the proposed land use designation, city staff, in consultation with the Consultant Team, will prepare new zones.

Question 26

The RFP Appendix A contains the equivalent of a scope for the Mobility Element: Is this scope fixed, or should/is it expected that Consultants will expand upon this?

Answer 26

Appendix A is the minimum required by the City for the mobility scope. The consultant may go above and beyond this scope. However, cost should be taken into consideration when exceeding this scope.

Question 27

Will there be a separate steering committee, and how often will it meet?

Answer 27

The City will convene a Barrio Logan Plan Update Stakeholder Committee for the update process. City staff is in the process of soliciting interested stakeholders. The City anticipates that the Barrio Logan Plan Update Stakeholder Committee will be in place by October 2007. For more information please click on the following link:
<http://www.sandiego.gov/planning/community/profiles/barriologan/index.shtml>

Question 28

Can consultants assume that geology information will be provided?

Answer 28

City staff can make available geology information related to recent discretionary projects as well as any geology information that is available through the Development Services Department Geology Division.

Question 29

Is the Hazardous Material Study performed for the CCDC available to consultants?

Answer 29

The City hired a consultant to conduct a comprehensive Hazardous Sites Study that was completed for the Barrio Logan Plan Area in 2000. The study is available on CD at a cost of \$5.00. The CD can be purchased at the offices of City Planning & Community Investment, 202 C Street, 4th floor.

EXHIBIT A

MEMORANDUM OF AGREEMENT

Parties

This Memorandum of Agreement ("MOA") is hereby made by and among _____ ("Proposer") and the City of San Diego ("City"), collectively referred to as the "Parties," to memorialize their acceptance of the terms of the contract resulting to the Proposer's successful proposal in response to the City's Request for Proposal ("RFP") No. 8964-08-Z-RFP.

Recitals

WHEREAS, the Proposer has submitted a proposal in response to the RFP, and in doing so has agreed that, should the proposal be successful, it will be bound by the terms of the Contract as defined in the RFP, including all Contract Documents, Exhibits and Attachments thereto, and documents incorporated therein by reference;

WHEREAS, the City has determined that the Proposer's proposal is the winning proposal and intends to award the contract to the Proposer on that basis;

THEREFORE, the Parties agree to the following:

Agreement

The Parties mutually agree that, as a result of the City's acceptance of the Proposer's proposal in response to the RFP, the Parties shall be mutually bound by the terms of the RFP, the proposal, and all Contract Documents incorporated into the resulting Contract, as defined in the RFP.

Accepted and Agreed,

City of San Diego

Proposer

By: _____

By: _____

Date: _____

Date: _____

I HEREBY APPROVE the form and legality of the foregoing agreement this ____ day of _____, 20__.

MICHAEL J. AGUIRRE, City Attorney

By: _____



**Appendix C
BARRIO LOGAN STUDIES**

NAME	DATE	LEAD ORGANIZATION	CONSULTANT
1 Barrio Logan National Environmental Justice Project	2001 - 2003	US EPA	
2 Barrio Logan Land Use Study	June-04	City of San Diego	Parsons Brinkerhoff
3 El Futuro del Barrio- Community Visioning Workshops	Feb through June 2004	City of San Diego	Paul Morris and Vicki Estrada
4 Barrio Logan Traffic Study			
5 Petco Park Event Transportation Management Plan	Oct-03	City of San Diego	City staff
6 Freeway Deficiency Plan Draft Central I-5 Corridor Study	Aug-03	Sandag	URS
7 Existing Conditions Assessment for the General Plan The EDR Area Report Study -Preliminary Hazardous Site Assessment	2003	City of San Diego	City staff
8 and Mapping	Mar-00	City of San Diego	EDR
9 Economic and fiscal impacts of the Port of San Diego	Aug-03	Unified Port District	ERA
10 Phase I Environmental Site Assessment 1629-1651 National Avenue	May-05	Private Developer	EBS
11 Report of Site Assessment Activities - 1600 block of National Avenue	Dec-05	Private Developer	EBS
12 Barrio Logan Redevelopment Project Area Secondary Blight Study	Dec-02	City of San Diego	City staff
13 Environmental Secondary Study for the Red. Area Expansion	Feb-03	City of San Diego	BRG
14 Brownfield Community-wide Assessment Grant for Barrio Logan	Oct-04	City of San Diego	
15 Barrio Logan Truck Study- Traffic Impact Analysis	May-04	Unified Port District	Willdan
16 Barrio Logan and Western Southeast Historical Survey	Jun-20	City of San Diego	
17 Working Waterfront Conceptual Freeway Access Study	Jan-07	Unified Port District	Boyle
18 Barrio Logan Red. Area Historic and Urban Resource Survey	Mar-84	City of San Diego	City staff
19 Barrio Logan Revitalization Action Plan	Sep-96	City of San Diego	City staff
20 Barrio Logan Revitalization Action Plan Barrio Logan Redevelopment Area Historic And Urban Resource	Sep-95	City of San Diego	City staff
21 Survey Planning Report: California Redevelopment Law and the	Mar-84	City of San Diego Planning City	City staff
22 Redevelopment Process in San Diego	Sep-89	City Planning Department	City staff
23 Plan Adoption Schedule of Actions Manager's Report: California Redevelopment Law and the	Feb-89	Kane, Ballmar and Berkman	Law Corporation
24 Redevelopment Process in San Diego Health Risk Assessment SD and Imperial Valley railroad San Diego	Feb-90	City of San Diego	City staff
25 Yard Impact to Ballpark Village Project	Aug-05	CCDC	John Hoegemeier