



# REQUEST FOR PROPOSALS (RFP) FOR REVITALIZATION OF TELEGRAPH RD AND WASHINGTON BLVD CORRIDORS PROJECT



**CITY OF COMMERCE, CALIFORNIA  
PUBLIC WORKS DEPARTMENT**

**SUBMITTAL DEADLINE:  
Thursday, MONTH DAY, 2025, at 5:00 PM**

## **INTRODUCTION:**

The City of Commerce is seeking proposals from qualified firms to develop concept plans for the revitalization of two key street corridors: Washington Blvd and Telegraph Rd, see Attachment “B” Location Map. The goal of this project is to enhance the visual appeal, functionality, and community engagement of these corridors through the incorporation of creative and functional elements.

The selected firm will work closely with stakeholders, including local residents, businesses, and community organizations, to create a cohesive and inspiring design that reflects the unique character of the area while attracting and retaining visitors.

## **BACKGROUND:**

Washington Blvd and Telegraph Rd are major thoroughfares in the City of Commerce, serving as critical connectors between the I-5 and I-710 freeways. These corridors are not only vital transportation routes but also key economic and cultural hubs, linking significant destinations such as the Citadel Outlets, the Commerce Casino, Costco, and numerous other local businesses. With high volumes of vehicular and truck traffic, these corridors are central to the city’s economic vitality and serve as gateways for visitors and residents alike.

However, despite their importance, Washington Blvd and Telegraph Rd currently lack the aesthetic appeal and functional design necessary to fully capitalize on their potential as vibrant, engaging spaces. The City of Commerce recognizes the need to revitalize these corridors to enhance their visual appeal, improve pedestrian and vehicular safety, and create a more welcoming environment for visitors and residents.

The revitalization of these corridors is a key component of the City’s broader efforts to promote community engagement, attract visitors, and support local businesses. By incorporating elements such as pedestrian and bicycle facilities, transit amenities, public art, landscaping, lighting, and wayfinding signage, the City aims to transform these thoroughfares into destinations that reflect the unique character of Commerce while fostering a sense of pride and belonging among residents.

This project aligns with the City’s goals of economic development, community revitalization, and cultural enrichment. By creating visually appealing and functional spaces, the City seeks to:

- **Attract Visitors:** Enhance the corridors’ aesthetic appeal to visitors traveling to and from major destinations such as the Citadel Outlets and Commerce Casino.

- **Promote Community Engagement:** Create spaces that encourage social interaction, cultural expression, and a sense of community pride.
- **Support Local Businesses:** Increase foot traffic, bicycle traffic, and visibility for businesses along the corridors, contributing to economic growth.
- **Improve Safety and Accessibility:** Design elements that enhance safety for non-motorized users—such as pedestrians and bicyclists—as well as for vehicles, making the corridors more accessible, inviting, and enjoyable for all users. These improvements encourage exploration, longer visits, and increased foot traffic.

The City of Commerce is committed to leveraging the potential of Washington Blvd and Telegraph Rd as vibrant, engaging spaces that contribute to the city's economic and cultural vitality. This project represents a unique opportunity to transform these corridors into landmarks that reflect the City's identity and values while enhancing the quality of life for residents and visitors.

#### **SCOPE OF WORK:**

The selected consultant will be responsible for the following tasks:

##### **Task 1: Assessment of Existing Conditions and Development of Concept Plan**

The selected consultant will conduct a comprehensive assessment of existing conditions within the Washington Blvd and Telegraph Rd corridors, including an inventory of improvements including but not limited to above ground utilities, public art, infrastructure, lighting, landscaped elements, medians, traffic signals, placemaking initiatives, and other assets. This assessment will evaluate the impact and relevance of these elements to the City's mission and goals, identifying strengths, gaps, and opportunities for improvement. Building on this analysis, the consultant will develop a cohesive concept plan that aligns with community values and establishes a unifying vision for the corridors.

The consultant will engage with key decision-makers, stakeholders, and the broader community to refine placemaking goals, clarify standards, gather input and prioritize the opportunities. This process will include but not limited to meetings with the City Manager, Public Works Director, Community Development Director, Park and Recreations Director, Art in Public Places Committee, Planning Commission, Beautification Committee, and City Council, as well as hosting community meetings to ensure broad participation.

Using the insights gained from the assessment and engagement process, the consultant will create a minimum of three (3) concept plans that includes:

- A clear vision statement and set of goals for the corridors.

- Conceptual renderings and visuals that illustrate the proposed design themes, public art, and placemaking elements.
- A map identifying key locations along Washington Blvd and Telegraph Rd for targeted improvements, focusing on areas that will have the greatest impact on enhancing the identified gaps, corridors' visual appeal, functionality, and community engagement.
- A summary of best practices and case studies from other urban areas that can be adapted to the Washington Blvd and Telegraph Rd corridors.
- Cost estimates for each of the concept plans.

For each identified key location, the consultant will develop individual site concept plans that incorporate a variety of elements designed to create vibrant, engaging, and functional spaces. These elements could include but not limited to:

- **Benches:** Functional and aesthetically pleasing seating options that encourage pedestrian interaction and provide resting points, while incorporating design features that deter long-term use as a resting place for transients.
- **Murals and Street Art:** Large-scale artwork that reflects the community's culture, history, and identity, creating visually striking focal points.
- **Landscaping:** Green spaces, planters, and trees to enhance the natural environment, improve air quality, and provide shade, incorporating drought-tolerant landscaping and water-harvesting features to promote sustainable urban design.
- **Street and Pedestrian Lighting:** Decorative and functional lighting to improve safety, enhance ambiance, and highlight key features of the corridors, designed to meet applicable AASHTO roadway lighting standards for visibility and uniformity.
- **Signage:** Wayfinding signs and informational kiosks to guide visitors, promote local businesses, and provide historical or cultural context, designed in accordance with the California Manual on Uniform Traffic Control Devices (CA MUTCD) standards.
- **Public Art:** Sculptures, installations, or interactive exhibits that engage the community and create memorable experiences.
- **Gateway Monuments:** Iconic structures at key entry points to the corridors, serving as landmarks that define the identity of the area.
- **Façade Improvements:** Façade improvements to adjacent properties to supplement the revitalization of the corridors.

**Deliverables:**

1. **Presentation to Staff, Art in Public Places Committee, and Beautification Committee (allow up to 4 meetings):**
  - A detailed PowerPoint Presentation summarizing the assessment of existing conditions, including an inventory of assets, an evaluation of their impact, and a list of identified gaps and opportunities.

- Slide(s) including a visually clear map identifying priority locations for public art, placemaking initiatives, and other improvements.
  - Slide(s) summarizing best practices and successful examples from other urban areas, with recommendations for adaptation.
- 2. Public Outreach Meetings (allow up to 3 meetings):**
- Two public meetings to engage community members, stakeholders, and local businesses.
  - Meetings shall be hosted and facilitated by a public outreach specialist or a team member with demonstrated experience in leading public engagement efforts.
  - Consultant shall prepare all meeting materials, including outreach flyers, presentation boards, interactive exercises (if applicable), and a summary report capturing key feedback and public input.
- 3. Concept Plans:**
- Three (3) cohesive concept plans that includes the City's vision statement, goals, and conceptual renderings for the corridors.
- 4. Preliminary Cost Estimates:**
- Cost estimates including materials, fabrication, and installation.
- 5. Presentation to City Council (allow up to 2 meetings):**
- A detailed PowerPoint Presentation summarizing the proposed Corridor improvements and highlighting the Concept Plans, meeting the City's goals and vision.
  - Slide(s) summarizing engagement activities, including feedback from decision-makers, stakeholders, and community members.

## **TIMELINE**

The development of the revitalization Plans for Washington Blvd and Telegraph Rd corridors shall be completed within **6 months** of the issuance of the Notice to Proceed.

## **ELIGIBILITY**

Consultants or firms submitting proposals for the Revitalization of the Washington Blvd and Telegraph Rd Corridors must demonstrate the following qualifications:

- 1. Relevant Expertise:**
- Strong background in urban design, engineering, livable and sustainable complete streets, landscape architecture, and public art planning, with experience in creating vibrant, functional, and aesthetically pleasing public spaces.

- Demonstrated experience with similar projects, including the design and implementation of livable and sustainable complete streets, landscape improvements, public art installations, and placemaking initiatives.
- 2. Project Management Skills:**
- Expertise in community engagement and collaborative project management, with a track record of successfully involving stakeholders and the public in design processes.
  - Proven ability to manage budgets, adhere to deadlines, and handle multiple tasks simultaneously while maintaining high-quality deliverables.
- 3. Technical and Regulatory Knowledge:**
- Familiarity with government regulations, permitting processes, accessibility requirements, and design standards such as AASHTO, CAMUTCD, Caltrans Highway Design Manual, and ADA guidelines as they relate to public space design and construction.
- 4. Local Knowledge (Preferred not required):**
- Knowledge of the City of Commerce’s cultural and artistic landscape, including its history, culture, heritage and geography.

**REQUIRED FORMAT FOR PROPOSAL SUBMITTAL**

Please submit your Proposal in the format specified below:

**Cover Letter/Executive Summary**

Include a detailed description describing your understating of the project scope. Indicate your understanding of the City of Commerce’s history, culture, heritage and geography. Please limit description to one page. The Cover Letter should also include a description of the Consultant’s experience with similar Projects, and any relevant degrees, certifications, or licenses.

**Table of Contents**

Provide table of contents.

**Section 1: Approach**

Provide your understanding of the project, and approach and a detailed scope of work and tasks how to accomplish the City’s goal in the most efficient and cost-effective manner.

Provide any special methods that your firm employs in executing similar projects and services, which in your opinion set your firm apart from other proposers for this project.

Provide your approach of how you and your staff will be flexible in adapting to any adjustments as necessary as the project progresses for an effective, responsive and cost-effective service.

Provide your approach and methodology how you will provide a responsive service to City, and why your firm would be more responsive than other firms.

Provide a detailed scope of services, and list project tasks that your firm thinks will be necessary and proposes to provide.

### **Section 2: Project Team**

Provide an organization chart showing the names and responsibilities of proposed staff.

Once team members have been selected for the project, changes to the team will not be made during the course of the project unless the City is informed in advance. In the event that a team member needs to be replaced, the replacement will have the same qualifications as the original team member. A current resume of the proposed replacement will be provided for review and approval to ensure continuity and maintain the necessary expertise for the successful completion of the project.

Explain if the key project members have worked together before on similar projects. If yes, provide the list of such projects, including project name, client contact name and date, and what the key project team members did for each project.

Explain why these team members will be more efficient, successful and flexible than other proposing consultant team members.

Provide proposed staff resumes.

### **Section 3: Professional References**

Provide 3 public agency references for similar Projects. Provide the following information for each reference:

- Project Name
- Project Owner Agency Name
- Contact Person (Name, Email, Tel)
- Narrative of services your firm provided, including any issues encountered during development of the plan, resolutions developed; was the plan completed on time and budget, if not, reasons; and any other regarding your firm's performance.

**Section 4: Schedule**

A detailed timeline outlining the proposed schedule based on the tasks and deliverables including specific milestones and deadlines.

**Section 5: City’s Standard Professional Services Agreement**

The City’s Standard Professional Services Agreement, which will be executed by the selected consultant, is provided as Attachment “B”: City’s Standard Professional Services Agreement.

Please review the document and provide comments you may have. Please note that the City does not guarantee that any revisions to the contract will be accepted.

**Section 6: Firm Qualifications**

Explain why your firm should be considered the most qualified for this project.

Provide any special qualifications relevant to this project, which in your opinion sets your firm apart from other proposers for this project.

Provide your firm’s general service capabilities, qualifications and experience.

**Section 7: Fee Proposal**

The Fee Proposal should include clear line items by tasks and deliverables based on hourly schedule for a not to exceed amount. Each cost should include details such as item description, hours worked, materials, or other explanations as needed.

**CONSULTANT SELECTION METHODOLOGY**

The City, and staff assigned, will review the proposals received. The review will include various factors. While the Fee is not a defining factor in the selection of the consultant, it will also be reviewed for cost effectiveness based on the scope and level of effort included in the proposals. At City’s sole discretion, City may invite top 3 consultants deemed to be highest qualified for an interview. The City will enter into a contract with the most qualified consultant that in City’s opinion provides the best value to the City.

The consultant/proposal evaluation factors will include:

Evaluation Criteria	Max Points
<i>Compliance with the RFP Requirements, Proposal Quality</i>	15
<i>Project Understanding, Approach, Methodology, including responsiveness, flexibility</i>	25

<i>Experience of Assigned Staff, including prior experience of working relationship of key team members in the past</i>	25
<i>Similar Project Experience</i>	20
<i>Schedule Efficiency</i>	15
<i>Cost Effectiveness. No point is assigned for fee, but Fee must be fair and reasonable. City will consider the fee accordingly and select the most qualified consultant that in City's opinion provides the best value to the City</i>	
<i>Total Points</i>	100

### **Consultant Presentation and Final Selection:**

After the review of proposals based on the evaluation criteria outlined above, the top 2 or 3 firms deemed to be the highest qualified will be invited to make a formal presentation of their proposals to the City. The presentations will provide an opportunity for the City to further assess the firms' approach, clarify any aspects of their proposal, and engage in a discussion regarding the specifics of their methodology, project understanding, and team capabilities.

Following the presentations, the City will make its final selection based on the best overall fit, qualifications, and value offered by the consultant. The City will enter into a contract with the consultant who, in its opinion, provides the best value and is most qualified to meet the City's needs.

### **QUESTIONS**

All inquiries regarding this request must be submitted to PlanetBids. Questions will be accepted until 10 calendar days prior to proposal due date. City will post responses to questions within approximately 5 calendar days of receiving them. The City will post final responses 5 calendar days prior to proposal due date.

### **PROPOSAL SUBMITTAL PROTOCOL**

Proposals shall be submitted in searchable pdf format by **Thursday, MONTH DAY, 2025, at 5:00 PM on PlanetBids.**

Please address the Proposals to:

City of Commerce  
 ATTN: Shahid Abbas, Public Works Director  
 2535 Commerce Way

Commerce, CA 90040

Please use the following Title for the Proposal:

PROPOSAL FOR REVITALIZATION OF TELEGRAPH RD AND WASHINGTON BLVD CORRIDORS  
PROJECT

Submittals received after the specified date and time will be considered late and will not be considered for further evaluation.

### **PROTEST PROCEDURES**

This section sets forth the protest remedies available with respect to the RFP. Each prospective consultant, by submitting its Proposal, expressly recognizes the limitation on its rights to protest contained herein, and expressly waives all other rights and remedies. Each prospective consultant agrees that the decision on any protest, as provided herein, will be final and binding on the protestant.

All protests and related statements shall be submitted to:

City of Commerce  
ATTN: City Clerk  
2535 Commerce Way  
Commerce, CA 90040

### **DEBRIEFING**

Proposers who submit a proposal in response to the RFP shall be notified in writing when the proposer was not selected to receive further consideration. Proposers who were not awarded the contract may obtain a debriefing by contacting:

City of Commerce  
ATTN: City Clerk  
2535 Commerce Way  
Commerce, CA 90040

Proposers will have thirty (30) calendar days from the date identified in the written correspondence to request a debriefing.

### **PUBLIC RECORDS ACT**

Proposals may be subject to public disclosure under the California Public Records Act and other public records laws, and by submitting a proposal, the proposer waives all rights to confidentiality of any information submitted in the proposal and agrees to any and all such disclosures required

or permitted by law. Proposals become the property of the City when submitted and by submitting a proposal, the proposer agrees that the City may use any information, documentation or writing contained in the proposal for any the City purpose.

### **PRE-CONTRACTUAL EXPENSES IN RESPONDING TO THE RFP PREPARATION**

The City shall not be liable for any pre-contractual expenses incurred by any proposer or by any selected consultant. Each proposer shall protect, defend, indemnify, and hold harmless the City from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, the entity participating in the preparation of its response to this RFP. Pre-contractual expenses are defined as expenses incurred by proposers and the selected consultant, if any, in:

- Preparing and submitting information in response to this RFP
- Negotiations with the City on any matter related to this procurement
- Costs associated with interviews, meetings, travel or presentations
- All other expenses incurred by a proposer/consultant prior to the date of award and a formal notice to proceed.

The City reserves the right to amend, withdraw and cancel this RFP. The City reserves the right to reject all responses to this request at any time prior to contract execution, or only award a partial contract for a limited scope of work. The City reserves the right to request or obtain additional information about any and all proposals.

### **REJECTION RIGHTS**

The City reserves the right to amend, withdraw and cancel this request. The City reserves the right to reject all responses to this request at any time prior to contract execution. The City reserves the right to request or obtain additional information about any and all submittals.

### **ATTACHMENTS:**

Attachment "A"	City's Standard Professional Services Agreement
Attachment "B"	Location Map

**Attachment "A"**  
**City's Standard Professional Services Agreement**

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**Attachment "B"**  
**Location Map**

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# WASHINGTON BLVD AND TELEGRAPH RD LOCATION MAP

