

14-2681 - RFP

Request for Proposals



Submittal Deadline: October 31, 2017 at 12:00pm

EXECUTIVE SUMMARY

The City of Commerce ("City") invites proposals from qualified firms to provide services for the preparation of a comprehensive update to the City's General Plan, corresponding update to the Zoning Ordinance, and preparation of the necessary California Environmental Quality Act ("CEQA") documentation. The tasks are more particularly described in the Scope of Work section of this document. The City anticipates that the Consultant Team ("Consultant") could be comprised of a Lead Consultant and one or more Sub-Consultants.

The deadline for submitting proposals will be 12:00 noon on October 31, 2017. No facsimiles or electronic transmissions will be accepted. More information concerning the submission requirements are provided later in this document.

All contractors or consultants are required to register as a vendor on the Planetbids website. Only registered vendors will have download access to all City of Commerce documents. Please send all questions through the Planetbids Q&A section of the project. All responses and Addendums will be handled through the Planetbids website. For further information and questions regarding the RFP, please send your inquiries to the City no later than September 26, 2017. The Planetbids link is as follows:

<https://www.planetbids.com/portal/portal.cfm?CompanyID=32906>.

BACKGROUND

Determined to avoid the higher property taxes annexation to any neighboring city might bring, a hardy band of residents and business leaders set out in 1959 to incorporate the City of Commerce as the 67th city in Los Angeles County. On the low hills to the east of downtown Los Angeles, these volunteers proclaimed their intention to establish a model city with unique advantages for industry and residents alike. While it has enjoyed a rich history, the City of Commerce now wishes to undertake a comprehensive update of its General Plan and any necessary updates to its Zoning Ordinance in response to the changing economy in which cities now operate.

The current Plan was developed during prosperous economic times that included a very active Redevelopment Agency. Today however, cities must re-examine current plans and the assumptions underlying such plans. While ripe with opportunity, the City of Commerce is also at a crossroads. Cities around it are quickly changing and this change has put Commerce in a position to capitalize on the current climate while trying to find ways to create a more sustainable future.

The City covers approximately 6.6 square miles in land area. According to the 2010 U.S. Census, its total residential population is 12,823. The racial composition of Commerce is of predominantly Hispanic Origin (93.6%) and the City is directly served by the Santa Ana (I-5) and Long Beach (I-710) Freeways. It is located in the center of the entire Southern California freeway network and is surrounded by the cities of Montebello, Bell Gardens, Bell, Vernon, Maywood, as well as portions of unincorporated Los Angeles County. Over sixty percent of the City's land area is zoned for manufacturing purposes.

EXISTING GENERAL PLAN & ZONING ORDINANCE

With the exception of the adoption of the Housing Element in 2013, the City's General Plan was last updated in 2008. While a relatively new document, the Plan took longer than anticipated to originally adopt, and includes a planning period that extends only through the year 2020. Expiration of the current Plan will quickly be upon us and the City is therefore interested in initiating an update process that will create a new vision for the community moving forward. With an updated Plan, the City anticipates the need for an update to its Zoning Ordinance in order to create the internal consistency needed to realize the vision that will be set forth in the Plan.

CHALLENGES

The City of Commerce is at a unique place geographically, as well as historically. While Cities and Counties surrounding the Commerce are ever changing, the City is in a position to solidify itself as the Model City for years to come. The City recognizes that events of recent years have changed the way cities do business, as well as the need for a new vision for a sustainable future, from both a development and economic perspective. Some of the current and anticipated challenges the City faces are the following:

1. **Economic Development:** Commerce is uniquely situated in the middle of two major freeways, is minutes away from Downtown Los Angeles, and has become a worldwide destination for shopping and gaming. The City is looking to enhance economic development activities, including business retention, attraction, and expansion. In particular, City is interested in exploring the highest utility of its assets and its potential niche offerings and formulating a long range economic development plan around it. The City would like to include an Economic Development Element in its updated General Plan.
2. **Health/Wellness & Environmental Justice:** The existing General Plan includes policies related to health, wellness, and environmental justice. However, the City is looking to expand this component of the General Plan to achieve a balance between environmental, economic, and equity values. The updated Plan should have a stand along Element that promotes healthy food retail, wellness, land use patterns, active transportation, and pedestrian linkages. As such, the General Plan will utilize the City's recently adopted Green Zone Action Plan in this area.
3. **Global Warming/Climate Change:** GHG reduction will be addressed within CEQA compliance but the City will consider additional initiatives that may be incorporated into the General Plan Update to address global warming and climate change. The City believes a stand along Element covering this topic should be part of the updated General Plan.
4. **Sustainability:** Over the years, cities have increasingly placed more emphasis on sustainability in their General Plans. This can be accomplished through the creation of new goals and policies to establish sustainability as an objective and create the

foundation for programs, goals, and action items that help to implement these goals. Addressing sustainability can be done by either creating an entire element dedicated to it, or by weaving sustainability principles throughout the entire plan.

SCOPE OF WORK

The City is seeking a consultant that has extensive experience in preparing General Plans, a proven ability to assess a City's current conditions, and knowledge of current State and Federal regulations as it applies to the completion of General Plan updates, Zoning Ordinance updates, and CEQA compliance. It is anticipated that the update could also result in significant changes to the City's Land Use Map, Zoning Ordinance and Zoning Map. In addition, the consultant must be familiar with innovative public participation techniques to maximize public input within the decision making process. The consultant should be knowledgeable and competent in environmental analysis and CEQA compliance documents.

The update of the Commerce General Plan should include, but not necessarily be limited to, a separate Existing Conditions/Community Profile Report, an Administrative Draft General Plan, Draft General Plan, and Final General Plan. The policy document must be technically accurate, user friendly, concise and written in a manner that is easily understood by the public. There shall be an emphasis on providing information visually through the use of diagrams, photographs, tables, and maps.

Technical appendices containing well organized formats for ease of use and reference must be provided. The document text must clearly indicate where supporting documentation is located. The relationship must be clear, concise, and consistent between the General Plan Update, Zoning Ordinance updates, technical appendices, and the EIR.

A. Assumptions: Proposals must include a list of consultant's assumptions made in preparation of the proposal on a separate document entitled, "Assumptions upon Which This Proposal is Based." This section should also specifically set forth those documents, maps, and studies which the consultant expects to be provided by the City.

B. Preparation of the General Plan:

1. The Consultant shall be responsible for preparation of the Screen Check, Draft, and Final General Plan Update and EIR. The consultant shall also be responsible for the preparation of Administrative Draft(s) and required environmental documentation. The Consultant shall be prepared to provide the City with all background files and information used in preparation and completion of the work. All figures, maps and exhibits shall be of a size approved by the City and also be clearly legible.
2. The Consultant will be responsible for facilitating the development a Vision component as part of the update process. It is important that the Consultant facilitate the development of a vision for the overall community as well as for individual and identifiable neighborhoods. The vision will help inform the City's marketing and

branding efforts as well as the development of unique characteristics and public improvements for the respective neighborhoods.

3. An Economic Development Element will be mandatory and shall incorporate multiple features and a Market Study addressing the City's competitiveness within the marketplace; identify its challenges and opportunities, provide strategies to improve economic vitality of its commercial and industrial land uses, attract new business and development, retain and expand existing businesses. The Market Study will also address market demand for different categories of uses and include consideration of potential locations for such uses. The cost of the Market Study shall be listed separately in the budget section of proposals.
4. The City is also focused on adopting an element focused on Health/Wellness and Environmental Justice. The element will identify policies, programs and opportunities to promote healthy and active living and living conditions in the City. The element will promote healthy food retail, workplace wellness, land use patterns, active transportation, and pedestrian linkages. It is envisioned that the development of the element will require substantial community participation.
5. Following initial research and public outreach efforts, the Consultant shall evaluate the City's existing policies and land use patterns, identification of amendments to the General Plan and Zoning Ordinance, and recommend adjustments deemed appropriate, including new policies and/or land use alternatives. A report shall be prepared addressing recommendations including their feasibility, potential impacts, ramifications, and outcomes. From this analysis, the Consultant shall develop a series of policy and land use recommendations to be considered for incorporation into the General Plan.
6. Elements shall conform to the most current General Plan Guidelines prepared by the State Office of Planning and Research. Each draft Element shall contain text, diagrams, and documentation material sufficient to demonstrate its scope and intent and shall be internally consistent with the balance of the General Plan. Goals, objectives, and policies shall be stated clearly and in a manner easily understood by the general public and a clear set of policies for each land use designation with viable implementation strategies should be developed. A Table of Contents shall be provided for each element which includes a comprehensive list of tables, figures, maps, and Appendices.
7. Textual data provided in each element should be supplemented with graphics consisting of maps, drawings, charts, and tables. All data sources utilized to prepare the Plan text and graphics shall be documented, referenced, and included in the Plan.
8. Consultant is to provide a detailed Project Schedule/Work Plan which includes a list of required key tasks, activities, durations and milestones to complete the General Plan Update and CEQA documentation. Time frames should be stated in terms of the number of calendar days required to complete the specified tasks using the City's Notice to Proceed as the start date. The schedule should identify time periods as the

total elapsed time from the start date. The schedule should track the independent timing for each of the major work components (e.g. General Plan Elements, Public Participation, CEQA, technical studies, etc.), and the different documents to be developed, reviewed, and adopted. The schedule should include the public participation process, interviews, community workshops, and Public Hearings. City staff will discuss the Work Plan with the selected Consultant prior to execution of a contract for this project.

The Work Plan shall identify the types of data to be prepared, which shall include, but not be limited to, base maps and an inventory/summarization of the following:

1. General land use patterns checked against internal records, circulation system, and public infrastructure conditions.
2. Open space, recreation, schools, library, cultural, civic, historical, and park facilities.
3. Housing, population, demographic and social characteristics.
4. Explore, and develop if necessary, new land-use designations to serve future growth characteristics such as, but not limited to, mixed-use projects.
5. Economic conditions and factors, base market analysis, economic multiplier effects on City economy.
6. Critical analysis of existing economic generators and a forecast of potential significance in the near future (i.e. 10-20 years)
7. Local business conditions, including recent commercial and industrial development trends.
8. Prevalent community identity, public perception and image.
9. Market study community wide concerning housing, retail, hotel, restaurants, office parks, research and development, and industrial land uses.
10. Prevailing physical constraints and opportunities (transportation systems, infrastructure conditions/capacities, etc.).
11. Public infrastructure conditions primarily related to additional capacity to accommodate projected growth.
12. Assess the need for additional public facilities, based upon projected increases in land use intensity, population and the correlated need for additional services.
13. Potential hazards presented along subterranean natural gas, liquid gas transmission lines.
14. Demographic patterns and trends.
15. Crime statistics by neighborhood.

16. Other data deemed relevant to complete the General Plan Update.

The final work plan shall identify the types of graphics to be provided in the General Plan, as well as the types of large scale colored exhibits to be prepared for workshops and Public Hearings.

Deliverables Expected:

- Project Schedule/ Work Plan with major work components and milestones.
- Existing Conditions Report containing a summary of findings, data, assumptions, and a draft outline of the preliminary General Plan. The Report will also contain preliminary policy and land use recommendations and implementation measures.
- Monthly Status Reports to City staff concerning the status of the work and of completed and pending activities. Consultant shall prepare all public notices, staff reports, resolutions, ordinances, maps, charts, and other documents necessary as part of the planning review process.
- Draft General Plan Elements submitted in accordance with the time frames set forth in the final work plan.
- Large-scale exhibits for workshops and Public Hearings
- Related computer programs/software
- Provide, update, and manage an informative dedicated website for the General Plan Update that will be linked to the City of Commerce Website
- Final Resolution/Ordinance adoption materials for the General Plan Update

Deliverables Expected for Adopted General Plan:

- Adopted General Plan in Paper Format (three-hole binders) - 10 copies
- Adopted General Plan in PDF and Word Format on CD-ROM - 10 copies
- Updated Color Land Use Map (1" = 500') – 5 wall copies (30x40)
- Updated color Zoning Map (1"=500') – 5 wall copies
- Updated Color Land Use Map in PDF and GIS format on CD-ROM - 10 copies
- Two (2) color sets of full size, foam-mounted maps and one (1) laminated set at an appropriate scale per Director of Public Works & Development Services.
- General Plan, maps, and tables in format capable of being uploaded onto City website.
- Aerial photograph of City – Three (3) copies to be provided in high resolution and in a scale to be determined by Director of Planning.

- Note: Number of required copies is preliminary and may be adjusted as necessary. However, indicate the cost of each item in the Budget.

B. Public Participation Program: The City considers public participation an integral component to the overall success of the General Plan Update. The Public Participation Program is critical in understanding of the community and in particular, in the development of the Economic Development and Health and Wellness Elements. The Program should be designed to engage all segments of the community and to permit individuals to enter and exit the process as their time and interests allow.

The Consultant will be expected to develop as one of the first work efforts a comprehensive community outreach and participation program that will include a strategy to facilitate public participation throughout the entire process, from the initial review of the existing General Plan and Zoning Code through the Public Hearing process for the adoption of the new General Plan. In accordance with the time frame set forth in the final Work Plan, the Consultant shall prepare a draft Public Participation Program for City review and approval prior to its implementation. The Consultant will organize and facilitate all public participation events. The Consultant will be responsible for providing Spanish translation services and sufficient number of wireless headsets for translating purposes at all community meetings/workshops.

Integral to the Public Participation Program, the Consultant will work closely with the General Plan Advisory Committee (GPAC) or similar group and staff.

The Public Participation Program should, at minimum, include the following elements:

1. Community public workshops
2. Focus Group meetings with specific interest groups and segments of the community
3. GPAC (or similar group) meetings with City staff
4. City Council Sub-Committee meetings with City staff.
5. Involvement of the City's homeowner associations, residential neighborhood associations and block watch groups in separate stakeholder meetings.
6. Involvement of business associations, school districts and public utility boards, agencies, commissions or companies in separate stakeholder meetings.
7. Solicitation of comments through survey or response forms by mail and on the City's website (e.g. SurveyMonkey.com) and/or Consultant website containing information concerning the General Plan Update.
8. Preparation of a bilingual quarterly newsletter to be mailed to all registered mailing addresses in the City to apprise the community of the status and significant benchmarks and activities of the work. The newsletters will be mailed to all businesses and residents within the City. Consultant will deliver sufficient number of newsletters to the City's mailing house or official city newsletter publisher for insertion into City's regular mailing. The cost of fulfilling this task shall be identified as a

separate cost item in the Consultant's overall budget, should the City desire to delete this requirement.

9. Use of the local cable television system, Internet and City website and publications, such as newsletter articles, to notify residents of upcoming meeting dates, previous actions and relevant issues, as approved by the City.
10. Establishment and maintenance a website on consultant's server linked to the City's website for public inquiries and information.
11. Other innovative public outreach and education processes subject to City review and approval. Please specify in your Proposal (description and cost)

Deliverables Expected:

- Public Participation Program including types and numbers of meetings and work products that will be generated after each meeting.
- Draft abstract of all relevant information received as input from community participation workshops
- Facilitation of, and participation in, all community meetings and Public Hearings

C. Zoning Ordinance Update: With an updated General Plan, the City anticipates the need for an update to its Zoning Ordinance in order to create the internal consistency needed to realize the vision that will be set forth in the Plan. As part of this project, the City would like to update its Zoning Ordinance in accordance with the goals and policies of the updated General Plan, as well as in accordance with planning, land use and zoning law. Staff envisions the updates to the Zoning Ordinance running concurrently with the General Plan Update to the greatest extent possible. Any recommended alternative approaches, should be fully detailed in the response to this RFP. The Zoning Ordinance update should include at least the following.

1. Preparation of the Document: Provide all aspects of work required to prepare updates to the zoning ordinance that are accurate, complete, understandable, and meet all requirements of planning, zoning, and land use law and the goals and policies of the City's updated General Plan.
 - a. Stage One: If applicable, work with Planning Division staff to develop emergency amendments to the current ordinance to support the General Plan and State law. The consultant is being asked to review the current Zoning Ordinance for possible legal issues, antiquated content and inconsistent standards, and recommend amendments to the ordinance as an interim prior to the adoption of a revised document. A summary is to be provided to the City of review and confirmation of the items that warrant immediate attention. Of those requiring immediate attention, the consultant would work with Planning Division staff to provide appropriate amendment language.

- b. Stage Two: Complete the revision of the zoning ordinance update to support the updated General Plan. The revision should include, but not be limited to the following:
 - Any necessary or appropriate administrative aspects of the zoning ordinance, including purpose, intent, duties of individual committees and commissions, and enforcement procedures.
 - Any necessary or appropriate revisions in all zoning districts, including listings of permitted uses and uses allowed by a conditional use permit.
 - Any necessary or appropriate revisions of review procedures for proposed developments.
 - Any necessary or appropriate revisions of development standards and standards of approval for site plans, conditional use permits, variances, and municipal code amendments, etc. Revisions and/or addition of graphics and tables.
 - Any necessary or appropriate revisions of basic rules and regulations, such as setbacks and separation distances; density, lot area and coverage; landscaping, screening and buffering requirements, signage, parking and loading space allocation and driveway dimensions, etc.
 - The establishment of any necessary or appropriate revisions of rules and regulations for various uses considered under uses permitted by conditional use permits.
2. Public Outreach: While a major component of the General Plan Update will be a public outreach program, consultant will be responsible for any subsequent outreach consistent with state law. Additionally, if separate outreach is done for the Zoning Ordinance update, the consultant shall prepare public outreach/comment notices, required forms and summary discussion notes.
3. Mailing List: Compile, with City staff's input and review, a mailing list of all appropriate agencies, individuals and interest groups to contact for the public outreach and hearings. The Consultant shall be responsible for reproduction and distribution.
4. Public Hearings: Attend and present at all necessary public hearings. For planning purposes, Consultant should plan on attending at least six (6) public hearings and/or study sessions, before the Planning Commission and City Council, as needed. Any necessary presentations may be made jointly with staff. The Consultant and Planning Division staff will work together to prepare staff reports and public hearing notices.
5. Other Meetings:
 - a. In-house staff meetings—Consultant may need to organize and attend up to five (5) meetings with City Community Development staff, the core group

responsible for reviewing and providing input on Consultant recommendations regarding policy changes, recommended programs, and other items. These meetings could be in the form of a conference call at City staff's discretion.

- b. Consultant shall attend monthly progress/status meetings with the City project manager, or as needed. These meetings could be in the form of a conference call at City's staff's discretion.

- 6. Environmental: Staff anticipates the preparation of one CEQA document for the entire project. The Consultant will be responsible for recommending and completing the proper level of review. Consultants are encouraged to provide an explanation of their approach toward CEQA review and to provide examples based on their experience. The project budget must be presented with options based on CEQA review.

Deliverables Expected:

- Any necessary public information and outreach materials shall be prepared by the Consultant; the Consultant shall be responsible for reproduction and distribution.
- For each draft and final administrative review, one (1) electronic/digital copy, and seven (7) print copies of the Zoning Ordinance document shall be provided to the City.
- Following approval by staff of each final (public draft) report, one (1) unbound reproducible original, one (1) electronic/digital copy, and ten (10) print bound copies shall be provided to the City.
- For each public hearing or study session (Planning Commission and City Council), one (1) unbound reproducible original, one (1) electronic/digital copy, and fourteen (14) print copies of the planning document, environmental document, and supporting documents shall be provided to the City in a timely manner.

- D. Environmental Analysis:** The Consultant shall be responsible for all CEQA work on the General Plan and Zoning Ordinance Update. An Initial Study shall be prepared in conformance with CEQA to evaluate the potential for environmental impacts associated with the project. Any resulting mitigation measures shall be accompanied by a mitigation monitoring program prepared by the Consultant.

The Consultant shall prepare a comprehensive EIR for the work contemplated in this RFP in accordance with the latest procedural and substantive requirements of the California Environmental Quality Act (CEQA), including those related to SB 743. The EIR shall encompass the geographic area to include current City limits, and the proposed Planning Area and Sphere of Influence.

Timing for preparation of the project and the EIR shall be overlapping so that the information collection and analysis can be used for both documents. This will ensure the preparation of all documents will be parallel, iterative, and consistent.

The Consultant shall be responsible for any and all procedural steps, including the preparation of public notices, staff reports, Resolutions, Ordinances, Initial Study, Notice of Preparation, Notice of Completion, Notice of Determination, Statement of Overriding Considerations (if necessary), Facts and Findings and Response to Comments. The Consultant shall also be responsible for scheduling, noticing and conducting scoping meetings.

The Consultant will prepare technical support reports, appendices, including but not limited to traffic modeling, geotechnical, biological, air quality, noise, GHG emission reduction, and archeological reports.

The City shall review and approve all documents prior to distribution by the Consultant. Policy and implementation programs shall be assessed for their impacts and mitigation measures shall be identified. The EIR shall reference pertinent analysis of the General Plan sufficient to allow for enactment of future development in the City. Cumulative and growth inducing impacts shall also be included in specific sections of the document (CEQA Guidelines Section 15130); the EIR shall consider full “build-out” of the General Plan. A technical appendix clearly identifying all supporting documents shall be a part of the EIR. The EIR shall also be provided in electronic version with a search feature and GIS maps.

A Mitigation Measures and Monitoring Program shall be prepared pursuant to CEQA. This document shall be a separately bound document from the EIR. The Consultant shall develop recommended implementation measures appropriate for each element and also identifying the appropriate party responsible for implementation, monitoring, capital costs, and confirmation of implementation. The implementation program should also include an estimated time frame for completion. Recommendations shall be developed for a mitigation monitoring system designed to ensure accomplishment of the General Plan goals. The Mitigation Monitoring Program (MMP) shall be provided as a portion of the EIR.

Deliverables Expected: (Ten hard copies and one PDF copy submitted through electronic mail for each bulleted item)

- Two Screenchecks and one Draft of necessary CEQA Document
- One Screencheck and one Draft Response to Comments Document - if applicable
- One Screencheck and one Draft Mitigation Monitoring Program - if applicable
- One Screencheck and one Draft Statement of Findings and Facts - if applicable
- One Screencheck and one Draft Statement of Overriding Considerations - if applicable
- Certified Final EIR - if applicable
- Technical Appendices

Note: Number of requested copies is preliminary and may be adjusted as necessary.

E. City Meeting Schedule and Communication: Consultant will keep City staff fully apprised of the status of the project by providing timely meetings and other forms of communication.

- Consultant will designate a Project Manager who will be the point-of-contact for the City. This individual will attend all meetings and be responsible for the overall coordination of activities and completion of the General Plan Update.
- Monthly communication with City staff is essential. It is anticipated that these meetings will be comprised of the Lead Consultant, and team members if appropriate, as well as City staff. These monthly meetings will be held in City Hall.
- It is also anticipated that the use of conference calls will be necessary at various times throughout the process. These meetings will be coordinated by the Lead Consultant for the necessary participants. The number of such meetings is indeterminate and is not to be in lieu of the monthly on-site meetings at City Hall.
- A minimum of two (2) but up to four (4) Planning Commission meetings and City Council meetings should be included in the proposed budget. Please note that at the discretion of the City, a joint meeting of the City Council and Planning Commission may be convened and shall constitute as one (1) meeting. Please list the cost for each individual Planning Commission and City Council meeting as a separate cost items and include these meetings in the Work Plan and Budget.
- Prepare informative PowerPoint presentation/s for City staff to reference during draft General Plan Update meetings.

F. Budget Proposal: Although an important aspect of consideration, the financial cost estimate will not be the sole justification for consideration. The City does expect a fair and reasonable project cost, backed by itemization of how the costs per phase and task were developed.

Negotiations may or may not be conducted with the firm; therefore, the proposal submitted should contain the firm's most favorable terms and conditions, since selection and award may be made without discussion with any firm. All prices should reflect "not to exceed" amounts per item.

Proposals should include, at a minimum, the costs for the completion of each major task in the work program. Each task should clearly identify the Consultant team member who will be primarily responsible for completing the task. Costs should be segregated into a time and materials rate schedule and a not-to-exceed maximum amount for all work. Indicate hourly rates of individuals involved, number of hours for each component, task or product, and the fee structure for additional work outside of the contract and optional items. Prices shall represent the cost of finished products and cost estimates shall identify expenditures for graphics, base maps, public meeting and hearing participation, printing, legal notices, postage, mailing, advertising and other incidental and administrative costs.

Deliverables Expected:

- A cost analysis for the entire project and separated by major tasks within the General Plan Update (i.e. fee for each of the elements), Consistency analysis, and Public Participation.
- Separate price quotes for:
- Market Study
- Quarterly bi-lingual newsletter
- Each article prepared for the City's newsletter or website posting
- Use of SurveyMonkey.com and other web based methods
- CEQA compliance for General Plan Update

NOTE: At the City's discretion, City reserves the right to award separate contracts to different consultants for the CEQA work and the General Plan/Public Participation work. The Consultant's budget should take this into consideration and state if there will be an impact on the work schedule or budget should the Consultant not be awarded a contract for both the General Plan Update and CEQA work. This statement should appear in the Consultant's Proposal cover letter.

WORK PRODUCTS

The format for all textual materials and products will be 8-1/2" x 11", black ink on white paper. The format of graphic elements may vary from said standard but shall be approved by staff prior to inclusion in any document. Final products shall be in a form that is workable, amendable, and easily reproducible. The General Plan shall be bound in a loose leaf, three-hole binder to easily accommodate amendments.

All studies, charts, graphs, and materials used in preliminary and public review processes shall become the property of the City of Commerce. In addition, the Consultant shall provide the final textual documents in a format consistent with the word processing program in use by the City at the time of final document delivery. All map-based exhibits shall be developed using ArcView 10.0 or above, or ESRI GIS products, and provided in a GIS format and Adobe Portable Document Format (PDF) to the City.

All software applications or computer files generated for graphics, texts or pictorials will be supplied to the City on a disk, memory stick or CD-ROM. The Consultant shall be responsible for ensuring that submitted files and/or programs function properly on the City's computer system, for example, posting the new General Plan, maps, and tables onto the City website.

SELECTION PROCESS

A. Selection Process: City staff will evaluate all eligible responses in accordance with the criteria listed below. Upon completion of the evaluation phase, staff will interview the appropriate consultants to determine those most eligible. The decision on the number of consultants, to interview is solely within the discretion of the Director of Planning, who will forward a recommendation to the City Council for final consideration and award of contract.

The City of Commerce will select a principal consultant or consultant team for this work on the basis of qualifications and experience. The following are the minimum qualifications to be used to evaluate responses to this Request for Proposal:

1. Firm has five or more years of relevant experience performing services on similar public projects.
2. Firm is to provide, with proposal, three or more satisfactory municipal references for work performed in the past five years. Include references from cities of a similar size and character to Commerce, the responsibilities of the consultant/sub-consultant, proposed and final budget, and proposed and actual completion dates.
3. Firm can demonstrate understanding of the project, the challenges and opportunities, and knowledge of the disciplines necessary to complete the project.

B. Evaluation Criteria and Point System: Firms responding to this RFP will be evaluated on the basis of demonstrated competence and on the professional qualifications necessary for the satisfactory performance of the services required. Each proposal will be evaluated, in the following areas:

1. Firm's experience and past performance and quality on similar projects, including qualifications and experience of the key project staff members as demonstrated by their past experience and performance on similar projects. Include resumes of supervisory staff that will have direct charge of the project with educational background and qualifications. Submit General Plan experience, Economic Development element experience, and Health and Wellness element experience, creation of a downtown area experience and demonstrated record of success on work previously performed for other government agencies. City may request copies of such work later in the evaluation process but consultant may submit work samples as part of the Proposal for City consideration. (25 points)
2. Public participation experience in working with the public formulating goals and consensus and CEQA experience (5 + 5 points) • Familiarity with the City of Commerce and its policies, ordinances, procedures, as well as its challenges and opportunities (10 points);
3. Ability to begin work upon issuance of the notice to proceed (5 points);

4. Demonstrated ability to complete projects within proposed time lines and cost and substantiating adequate staffing levels to complete the project within the time specified in Consultant's proposal (25 points);
5. Completeness, accuracy and clarity of Proposal submittal (10 points); and
6. Overall cost to the City. Price is not the sole determining factor. The cost estimate is to be submitted in a separate sealed envelope (15 points).

SUBMITTAL REQUIREMENTS

One (1) unbound original, ten (10) bound copies, and one (1) electronic copy (on disk or memory stick) of the proposal must be received by the City of Commerce Planning Department no later than 12:00 noon on October 31, 2017. Late proposals, electronic transmittals and facsimiles will not be accepted.

All proposal and documents submitted become the property of the City of Commerce. Information considered proprietary shall be identified as such when the proposal is submitted. The envelope(s) shall be clearly marked with the notation "DO NOT OPEN- GENERAL PLAN UPDATE AND EIR PROPOSAL".

The Budget Proposal must be submitted in a separate sealed envelope with the firm's name and "DO NOT OPEN- BUDGET FOR GENERAL PLAN UPDATE AND EIR PROPOSAL".

Proposals may be submitted by mail or in person to the address shown below.

City of Commerce - City Clerk's Office
2535 Commerce Way
Commerce, CA 90040

Issuance of this RFP and receipt of proposals does not commit the City to award a contract. The City reserves the right to reject any or all proposals, to accept any proposal, or portion thereof, to waive any irregularity, and to take the proposals under advisement for a time period as may be required to provide for the best interests of the City of Commerce. In no event will an award be made until all necessary investigations are made as to the qualifications of the applicant and a standard consulting services agreement has been awarded by the City Council.

PROPOSAL AND FORMAT REQUIREMENTS

The City of Commerce desires a work product that is reflective of the needs and expectations of the residents, not just a restatement of the existing goals, policies and objectives. The Consultant should demonstrate not only an ability to be a problem solver, but also be capable of presenting innovative approaches to existing community issues.

The Consultant will submit a detailed Work Plan with a budget. The City may elect to eliminate or modify specific features of any proposal. Therefore, it is imperative that the Consultant provides a meticulously detailed breakdown of the proposal, by each of the

identified items under the Scope of Work (where appropriate); project function, timeline, man-hours, hourly rates, and costs.

Proposals must be concise and focused on the specific Scope of Work specified in this RFP and, at a minimum, shall contain the following information in the following order:

- A. Letter of Transmittal:** signed by an individual authorized to bind the proposing entity to the proposal for a period of 90 days. The letter shall also include a) a statement concerning any personal, financial, and/or organizational conflicts of interest prohibited by law, b) a statement that Consultant understands that the City may award separate contracts to different consultants for the General Plan Update and CEQA work, and c) a statement that the Consultant has read and agrees to the Standard Consulting Services Agreement and Insurance Requirements or, if there are areas of clarification or disagreement, the Consultant will indicate such in the cover letter. If there are no exceptions, then the proposer agrees to be bound by, and thereby represent its ability to satisfy all terms of the Agreement, if awarded a contract. Alterations or changes to the agreement which were not in the Consultant's response will not be made after the selection of the Consultant. This includes alterations, exceptions, or changes to the insurance and indemnity provisions. By requiring these requests up front, the City can compare all respondents on an equal footing.
- B. Table of Contents:** Include page numbers.
- C. Executive Summary:** Briefly summarize your understanding of the City's intent and purpose for completing the General Plan and Zoning Ordinance Update. The Executive Summary should introduce your Proposal and your understanding of the City of Commerce, the proposed project, significant steps, methods and procedures to be employed by your firm to ensure quality end products that can be delivered within the required time frames and your identified budget.
- D. Qualifications:** General description of, and capabilities and qualifications of your firm, relative to the Scope of Work and Proposal Requirements of this RFP.
 - 1. General information about the firm including company size, location of offices, years in business, organization chart and number and classifications of staff.
 - 2. Identification of each proposed subcontractor, if any, their responsibilities and key contact person or project manager. The person(s) who will attend and facilitate public meetings and presentations shall be identified.
 - 3. Identification of the proposed project manager for the team who will be the sole point of contact for the City for day-to-day operations. This person must not be removed from the project without the prior approval of the City.
 - 4. List the key personnel who will participate in performing the Scope of Work. Provide a resume of each listed team member (include subcontractor's key personnel, if any, who will be completing a portion of the Scope of Work). There shall be no changes in key staff without City written pre-approval.

5. Provide an organizational chart depicting the relationships between the primary consultant and sub-contractors and the various staff members within each agency for this project.
 6. Demonstrate ability to obtain and maintain adequate equipment, technical, and financial resources for performance (including ability to meet work schedule time frames and deliverables).
 7. List of three (3) or more references for recently performed comparable work, that indicates the past performances and abilities of the proposed team (primary and sub-contractors). Include a key client contact person with their current daytime and phone number for each reference.
 8. Include a summary of the firm's understanding of CEQA and the issues confronting the City, including potential issues, which may arise, based upon the Consultant's work and experience in other comparable jurisdictions.
- E. Format:** Limit your proposal to no more than thirty (30) typed 8.5" x 11" pages on white bond paper of at least 20-pound weight single sided (excluding cover letter and attachments). You may attach company brochure materials if you wish, but these must be as separate attachments and independent from the required elements noted above.
1. Use a conventional serif or sans serif typeface with a minimum font size of 11 points. Use a 1" margin on all borders.
 2. Organize your submittal in the order described below.
 3. Provide one (1) unbound original, ten (10) bound copies of your firm's response and one electronic version (PDF must be in MS compatible CD).
 4. Prominently label the package: "General Plan Update" and include the name of the lead or primary respondent.
- F. Insurance:** The consultant shall at their own cost and expense, procure and maintain during the term of this agreement, the following:
1. Commercial General Liability Insurance, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate for bodily injury, personal injury and property damage.
 2. Comprehensive Automobile Liability Insurance, which provides for total limits of not less than \$1,000,000 combined single limits per accident applicable to all owned, non-owned and hired vehicles.
 3. Statutory Workers' Compensation required by the Labor Code of the State of California and Employers' Liability Insurance in an amount not less than \$1,000,000 per occurrence. Both the Workers' Compensation and Employees' Liability policies shall contain the insurer's waiver of subrogation in favor of Agency and City, and their elected officials, appointed officials, agents, employees, officers, volunteers and servants.

4. Professional Liability (Errors and Omissions) Insurance, appropriate to Consultant's profession, against loss due to error or omission in an amount not less than \$1,000,000. Said policy shall contain a provision that the same shall not be canceled without at least thirty (30) days noticed to the City thereof. Consultant's insurance shall be written by insurers authorized to do business in State of California with a minimum "Best's" insurance guide rating of "A:VII +"

ADDENDA, CHANGES, AND AMENDMENTS

At any time prior to the due date for responses, the City may make changes, amendments, and addenda to this solicitation, including changing the date due to allow respondents time to address such changes. Addenda, changes, and amendments, if made, will be posted on the City's website, which is deemed adequate notice. Any prospective respondent may submit, via U.S. mail or by e-mail, a request to the City's project coordinator to be placed on a list of persons to receive notice of any such addenda, changes, or amendments. The preferred manner of communications is via e-mail due to its timeliness.

CONDITIONS FOR RESPONSES TO RFP

The following conditions apply to this RFP process:

1. Nothing contained in this RFP shall create any contractual relationship between the respondent and the City.
2. This RFP does not obligate the City to establish a list of service providers qualified as prime contractors, or award a contract to any respondent. The City reserves the right to amend or cancel this RFP without prior notice, at any time, at its sole discretion, to procure any project-related service by other means, to modify the scope of the project, to modify its obligation or selection criteria, or take other actions needed to meet its goal.
3. The City shall not be liable for any expenses incurred by any organization in connection with this RFP.
4. No conversations or agreements with any officer, agent, or employee of the City shall affect or modify any terms of this RFP. Oral communications or any written/e-mail materials provided by any person other than designated contact staff of City shall not be considered binding.
5. The City reserves the right, in its sole discretion, to accept or reject any or all Proposals without prior notice and to waive any minor irregularities or defects in a Proposal.
6. The City reserves the right to seek clarification on a Proposal with any source.

7. The City reserves the right at any time; subject only to restrictions imposed by a written contractual agreement, to terminate negotiations with any potential candidate and to negotiate with other potential candidates who are deemed qualified.
8. The City reserves the right to conduct a background check of any respondent. This may include, but is not limited to, contacting individuals and organizations regarding capabilities and experience of the potential respondent.
9. The dates, times, and sequence of events related to this RFP shall ultimately be determined by the City. The schedule shown above is subject to change, at the sole discretion of the City, although the City will attempt to follow it and, if it must be altered, will attempt to provide reasonable notice of the changes.
10. Respondents shall not issue any news release pertaining to this RFP, or the City without prior written approval of the City.
11. All submitted proposals and information included therein or attached thereto shall become public record upon delivery to the Planning Department. If the respondent believes any information submitted should be protected from such disclosure due to its confidential, proprietary nature or other reasons, it must identify such information and the basis for the belief in its disclosure. Any proposal submitted with a blanket statement or limitation that would prohibit or limit such public inspection shall be considered nonresponsive and shall be rejected. Notwithstanding that disclaimer, it is the intention of the City to keep all submittals confidential until such time as negotiations are successfully concluded.
12. The City reserves the right to hire a different consultant to complete the CEQA compliance work separate from the principal consultant completing the General Plan Update, Public Participation and Zoning Ordinance update work.
13. The City may, at its sole discretion and for any reason whatsoever, withdraw this solicitation at any time.
14. Although cost is an important factor in deciding which proposal will be selected, it is only one of the criteria used to evaluate respondents. The City reserves its absolute right, in its sole discretion, to award a contract, if any, which under all the circumstances will best serve the public interest.
15. The City reserves the right to reject any or all proposals or to make no award at all, to determine whether any alternate proposals are equal to the specifications and general requirements, and to accept proposals with minor variations from the Request for Proposals and/or conditions. The City reserves the right to negotiate for a higher level, lower level, or additional services.
16. Should a contract be subsequently entered into between the City and respondent, it shall be duly noted that entering into such an agreement shall be interpreted, construed, and given effect in all respects according to the laws of the State of California. The successful respondent shall secure a SFS business license through the City's Department of Finance & Administrative Services at the time the contract is awarded.

17. The respondent shall perform such services in its own way and as an independent contractor in the pursuit of its own calling and not as an employee of the City, and it shall be under the control of the City only as to the results to be accomplished and not as to the means or manner by which said results are to be accomplished.