

# REQUEST FOR PROPOSALS



The Community Development Department is requesting proposals for:

## Downtown Master Plan

RELEASE DATE: Thursday, June 9, 2022

RESPONSE DUE: Monday, July 11, 2022

## GENERAL INFORMATION

The City of San Fernando is seeking proposals from highly qualified consulting firms to assist the community in developing a vision for its Downtown, which will determine the appropriate next steps for the creation of a Downtown Master Plan and, may serve as the basis for updates to the San Fernando General Plan. A goal of the City Council is to complete a Downtown Master Plan, and an initial step towards achieving this goal is a visioning process. This visioning process gives residents, business and property owners, local organizations, and other stakeholders the opportunity to express ideas about the future of San Fernando Downtown, and help set goals and priorities for economic development. This visioning effort will focus on identifying the community's desired level of Downtown economic vibrancy, what type and intensity of development is required to achieve that, and the related consequences/impacts. As part of the visioning effort, opportunity sites will be identified to simulate activity in Downtown, and an economic and fiscal evaluation will be conducted to determine an Economic Vitality Strategy appropriate for Downtown San Fernando into the future.

Through a series of meetings, workshops, surveys, and growth-scenario comparisons facilitated by the City, participants (residents, business owners, property owners, and other stakeholders) will create a Downtown Vision that reflects the community's goals and priorities and describes how the Downtown area should look and feel in years to come. The Downtown Vision will help shape and cultivate a sense of place, and buy-in for future land-use decisions and regulations. Three to four vision scenarios will be developed for presentation and feedback opportunities to ensure broad community support.

Those submitting proposals will be expected to demonstrate a unique and proactive approach to engaging the community in the development of the Downtown Vision. The vision process must be transparent and extensive to reach a broad audience with the use of innovative outreach efforts that include a variety of methods for soliciting community input (in both English and Spanish). These include but are not limited to public workshops, stakeholder interviews, social media outreach and participation efforts, community preference surveys and a variety of other outreach and engagement methods that the consultant has successfully used and will allow a broad range of community participation opportunities. Opportunities to train and inform the community in the variety of ways to participate in the process will be key in the development of a Downtown Vision that has broad community support.

The City seeks a Consultant that has extensive experience in facilitating public meetings, developing a vision and goals based on input provided at those meetings, and compiling a vision that will guide future courses of action and land use decision for Downtown. The City will look at past planning efforts by Consultants for examples of successful outcomes and Consultants are encouraged to provide a list of successful projects. The selected consultant will work closely with the City's Community Development Department and City Manager Officer, and there will be some overlap between staff duties and consultant duties.

## BACKGROUND

Located in the Northeast San Fernando Valley, The City of San Fernando is a tight-knit community with approximately 24,000 residents living within 2.4 square miles. With a number of public, private and charter schools, civic services, and national award-winning community programs such as; 100 Citizens Fitness Program and the Master Mariachi Apprentice Program, San Fernando's predominantly Latino/a bedroom community thrives on the facilities and programming set by the City.

Similarly, San Fernando is always looking to support our local economy to meet the needs of our residents. With a variety of old and new businesses and a pedestrian-focused streetscape, Downtown San Fernando represents the heart of the City and has the structure to become a destination for both the residents and the broader region. Development consists of one and two story buildings. Although some on-street parking is available in the Downtown core, most parking in the area is contained within City-owned and operated parking lots in the Downtown core. The Downtown area offers opportunities for broader use, coordinated development, and a mix of commercial and residential uses that have the potential to enhance its vibrancy and create a stable economic district that will continue to be productive even during market fluctuations.

The Downtown area is regulated by the San Fernando Corridors Specific Plan (SP 5), originally adopted in January 2005 and updated in December 2017. SP 5 established a well-defined plan for revitalization of San Fernando's three primary corridors—North Maclay Avenue, Truman Street, and San Fernando Road—while providing significant opportunities for commercial and residential developments. Furthermore, the City's Draft Housing Element envisions mixed-use developments in the City's Downtown and Civic Center areas, which include San Fernando Road and Truman Street corridors. The SP 5, Housing Element, General Plan, and other regulatory planning documents are available on the City's Planning webpage: [www.sfcity.org/community-development/#general-plan](http://www.sfcity.org/community-development/#general-plan)

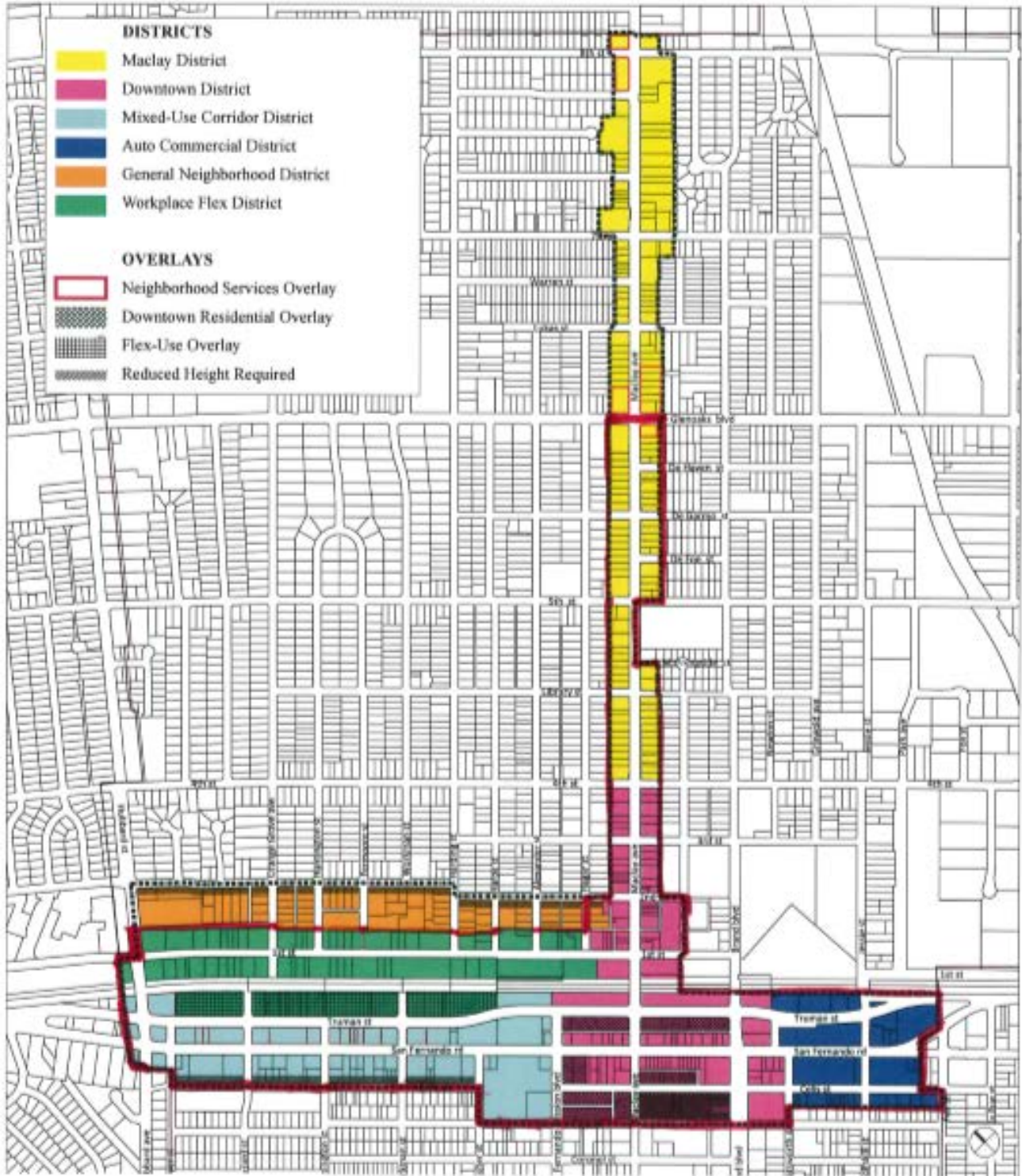
In September 2019, the City conducted a community meeting to gather input for the vision for Downtown San Fernando. Presentation, summary, results of the meeting are available on the City Economic Development webpage: [www.sfcity.org/economic-development/](http://www.sfcity.org/economic-development/)

Additional outreach efforts was, and will, continue to be conducted by Azure Development for design consideration for City's Parking Lot 3. A summary from these outreach efforts will be provided to the selected Consultant.

In fall 2020, the City launched a Citywide Parking Management Master Plan which was completed in August 2021. The data collected for this Parking Management Master Plan was conducted during the COVID-19 pandemic and will be need to re-evaluate for use in this visioning process. The Parking Management Master Plan is available on the City Planning webpage: [www.sfcity.org/community-development/#general-plan](http://www.sfcity.org/community-development/#general-plan)

## PROJECT AREA

The project area is the San Fernando Downtown core and adjacent commercial corridors, which is the commercial center of the City. The project area outlined in red depicted in the map below.



## SCOPE OF WORK

The first phase of the Downtown Master Plan is completing a Downtown Vision that will serve as a critical and important guide for future actions concerning change in Downtown San Fernando. The second phase is completion of the Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision. The second phase will also include preparation of appropriate environment document pursuant to the California Environmental Quality Act (CEQA).

The Plan will address the following:

- Enhance a sense of place to attract and retain businesses, workforce, residents and visitors to Downtown.
- Create a local destination and brand identity unique to the City and its Downtown.
- Establish a right blend of redevelopment for Downtown.
- Create a unified vision with a comprehensive strategic implementation strategy to ensure the continued development and redevelopment of Downtown.
- A process that build consensus from a variety of engaged stakeholders, including property owners, residents, businesses, developers, philanthropies, and elected officials.

The Plan is expected to be user-friendly, concise and written in a manner easily understood by the public, and oriented towards graphical representations of the future form of the Downtown. The City is seeking an innovative approach in creating a document/map(s), including the creation of print and electronic versions.

The Consultant will provide staff reports throughout the process, as needed, in addition to drafting the staff report for final adoption. The consultant will also support staff in preparing for and presenting to the Planning and Preservation Commission, and City Council. The Consultant should allow for attendance at an adequate number of meetings with staff, and up to eight potential public meetings/hearings (e.g., workshops/charrettes, Planning and Preservation Commission, and City Council meetings).

The Consultant efforts should, at a minimum, include:

- **Vision statement:** A statement that provides clarity on what Downtown San Fernando hopes to be and where it is headed.
- **Downtown identity:** Throughout this planning effort, the City would like to identify a brand and messaging for Downtown San Fernando. This will be critical for marketing, signage, and presenting the area with one, unified look, feel, and voice.

- **Business attraction, retention, and Downtown housing:** The City desires to attract and retain high-quality businesses, restaurants, retail, and housing to create a vibrant live, learn, work, and play environment.
- **Market Analysis:** Evaluate current retail market and identify the likely future retail market position for Downtown San Fernando.
- **Opportunity Sites:** Identify appropriate opportunity sites and conduct a financial and site feasibility analysis for each opportunity site.
- **Parking Capacity and Demand:** There is a perception that parking is limited and/or not easily accessible. Aligning revitalization efforts with appropriate parking capacity based on anticipated development, including potential reuse of existing public parking lots.
- **Public Realm:** Evaluate existing Downtown infrastructure and provide recommendation for infrastructure improvements, including urban design improvements in the public realm to enhance Downtown San Fernando as a thriving pedestrian and commercial corridor. A strategic and significant infrastructure investment done in parallel with a comprehensive strategy sets the stage for private investment.
- **Alignment with partners:** Align with other organizations or groups who may have developed their own downtown vision or plans, as well as organizations with a focus or delivery of services in the Downtown area.
- **Financial resources:** Identification of funding opportunities for implementation, as well as business and residential incentives at the State and Federal level. This should include local funding mechanisms and tools not currently in use in the City.
- **Implementation:** Realistic strategies for actions (short, medium, and long term) for implementation with recommended funding sources and branding efforts. This section shall include recommendation and cost needed to complete a Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision (Phase 2). Either approach for Phase 2 will require preparation of an appropriate environment document pursuant to CEQA.

### Community Visioning Outreach

The goal is to elicit as much community input as possible so that a vision for Downtown San Fernando can be realized. This approach to the community engagement process assumes all community members have something to contribute to this planning effort and have access to various degrees of technology and availability for public meetings.

This process must include a variety of methods for soliciting community input. In an effort to make this process as recognizable as possible, the City will be looking to the consultant to “brand” this



effort in order to bring about a common understanding of the focus of this project and to highlight this as a City lead effort. The consultants will be expected to facilitate community meetings, design outreach campaigns to take the meetings to participants at a variety of venues, and design web-based methods to engage participants online. Providing information and training to the community in numerous ways to participate in this process will also be expected as will the use of visualization tools that will facilitate the understanding and relationships between varying types of data. The consultant should allow for attendance at an adequate number of meetings with staff, and up to eight potential public meetings/hearings (e.g., workshops/charrettes, Planning and Preservation Commission, Transportation Commission, and City Council meetings).

### **Outreach and Engagement Methods**

The Consultant will collaborate with the City and community partners to plan, manage and implement community engagement. This effort should include leading and facilitating meetings with the overall community in addition to targeted outreach to the City's diverse population.

The consultant is expected to prepare and provide any materials required to implement the proposed outreach plan including but not limited to flyers, posters, presentation material, engagement tools (e.g. surveys), and reports. The consultant should be prepared to attend meetings and engage with City Council throughout the CARP development process. Consideration will need to be given to the education level and English-proficiency of prospective attendees, with an emphasis on Spanish bi-lingual translation.

If permissible, the meetings will be hosted in person at a City Facility, at a pre-existing event, or in the form of a pop-up location.

**Outreach and Notification:** The Consultant shall reach out to all City residents to get a broad range of opinions for the project. The task of inviting participants can include direct mailers, newspaper advertisements, email blasts, social media, etc.

**Community Meetings and Workshops:** The Consultant shall facilitate three community meetings to gather feedback from the community. A pop-up meeting format at an existing event may also be planned as a community meeting. Meetings will be documented, and the findings are to be reported to the City.

**Presentations to City Commissions and City Council:** The Consultant shall summarize and present community engagement findings, as well as a summary of the process, to a City Commission and/or the City Council as directed by staff.

**Social Media:** The Consultant, under the guidance of the City, shall develop social and digital media content that corresponds with the project or plan. Social media content shall be developed for the City's Instagram, Facebook, and Twitter, and Next Door accounts.

**Advisory Group Meetings:** The consultant shall convene an Advisory Group to identify key issues and opportunities for the project, review findings, and confirm plan recommendations. The Advisory Group shall meet a minimum of three (3) times during the project.

**Survey:** The Consultant shall develop an online survey to receive input on project goals/objectives, barriers, attitudes and preferences, and demographic information. The online survey will be completed early in the planning process, and will be used to inform project recommendations. QR codes shall be used on promotional materials for additional distribution of the survey. City staff may require supplementing the online survey with in-person, intercept surveys along the project area to ensure ease of access.

**Language Needs:** All engagement materials and methods shall be conducted in English and Spanish, unless explicitly instructed by City staff.

**Printing:** Consultant shall anticipate the need for printing across the project. Consultant and City Project Manager will review printing-related expenses on a rolling basis to ensure the budgeted amount is sufficient and equitably applied across the project. The Consultant shall procure all print requests.

**Material Procurement:** Consultant shall anticipate the need for educational tools and presentation materials to support engagement tasks. The City will approve the proposed list of educational tools and material (oversized maps, pop-up banners, virtual reality equipment, interactive live polling equipment, etc.) in part or in whole within seven (7) days of receipt of a proposed list. The Consultant shall procure all items on the final list within a timely manner.

## **INSTRUCTIONS TO SUBMITTING FIRMS**

### **A. Examination of Proposal Documents**

By submitting a proposal, the prospective firm represents that it has thoroughly examined and become familiar with the services required under this Request for Proposal (RFP), and that it is capable of delivering quality services to the City in an efficient and cost-effective & manner.

### **B. Questions/Clarifications**

Please direct any questions regarding this RFP to Kanika Kith, Director of Community Development, via e-mail at [kkith@sfcity.org](mailto:kkith@sfcity.org). Questions must be received by 5:00 p.m. on **Friday, June 17, 2022**. All questions received prior to the deadline will be collected and responses will be emailed by **Friday, June 24, 2022**.



**C. Submission of Proposals**

Provide cost estimates broken down by (1) Phase 1 – Downtown Vision; and (2) Phase 2 – Completion of Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision, considered as Phase 2. Schedule for Phase 2 must include preparation of appropriate environment document pursuant to CEQA depending on the recommended approach (complete the Downtown Master Plan or amendment to SP 5).

All proposals shall be submitted via email to Kanika Kith at [kkith@sfcity.org](mailto:kkith@sfcity.org) and the subject line of the email shall read, “**City of San Fernando RFP – Downtown Master Plan.**” Proposals must be received no later than **Monday, July 11, 2022 at 5:00 p.m.** All proposals received after that time will not be accepted.

**D. Withdrawal of Proposals**

A firm may withdraw its proposal at any time before the due date for submission of proposals as provided in the RFP by delivering a written request for withdrawal signed by, or on behalf of the prospective firm.

**E. Rights of City of San Fernando**

This RFP does not commit the City to enter into a Contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

The City reserves the right to:

1. Make the selection based on its sole discretion;
2. Reject any and all proposals without prejudice;
3. Issue subsequent Requests for Proposal;
4. Postpone opening for its own convenience;
5. Remedy technical errors in the Request of Proposal process;
6. Approve or disapprove the use of particular sub-contractors;
7. Negotiate with any, all, or none of the prospective firms;
8. Solicit best and final offers from all or some of the prospective firms;
9. Accept other than the lowest offer; and/or;
10. Waive informalities and irregularities in the proposal process.

**F. Contract Type**

It is anticipated that a standard form professional services agreement contract will be signed subsequent to the City Council’s review and approval of the selected firm.

## **G. Collusion**

By submitting a proposal, each prospective firm represents and warrants that; its proposal is genuine and not a sham or collusive or made in the interest of or on behalf of any person not named therein; that the prospective firm has not directly, induced or solicited any other person to submit a sham proposal or any other person to refrain from submitting a proposal; and, that the prospective firm has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

## **SCHEDULE FOR SELECTION**

RFP Available:	Thursday, June 9, 2022
Deadline for submittal of Questions:	Friday, June 17, 2022
Response to Questions:	Friday, June 24, 2022
Deadline for submittal of Proposal:	Monday, July 11, 2022
Execute Agreement (at City Council Meeting):	August 2022

## **SELECTION CRITERIA**

The City of San Fernando will select the consultant on the basis of qualifications and experience. The following general selection criteria will be used to evaluate each consultant firm:

1. Qualifications and knowledge of Project Manager and key personnel's experience most closely related to the stated scope of work.
2. Relevant experience within the past ten years.
3. Responsiveness and clarity of the proposal.
4. References.
5. Time commitment and availability.
6. Cost effectiveness.

## **CONTENTS OF PROPOSAL**

Prospective Firms must submit one digital copy of their proposal via email. The following information shall be submitted in response to this RFP:

1. Cover Letter with Name, Address and Phone Number of the firm.

2. Proposal Summary Section. This section shall discuss the highlights, key features, and distinguishing points of the Proposal. A separate sheet shall include all the contact people on the Proposal and how to communicate with them.
3. Work Plan Section. In this section, present a well-conceived service plan. This section of the proposal shall establish the Firm's understanding of the City's objectives and work requirements and the Firm's ability to satisfy those objectives and requirements. Describe the proposed approach for addressing the scope of service, outlining the approach that would be undertaken in providing the requested services. Include a timetable for providing the service. Describe related service experience by the Firm in similar work. Please describe the role, extent of services (number of people used, engagement duration, and contract value).
4. Related experience during the last ten years.
5. Name and detailed resume of key personnel including Project Manager, whom proposer intends to use to work on the City's projects, showing educational background and assignment experience for at least the past ten (10) years. There can be no change of key personnel once the proposal is submitted, without prior approval of City.
6. References from previous clients with direct knowledge of each key personnel's, including Project Manager's, past performance.
7. Estimated Project Schedule broken down by (1) Phase 1 – Downtown Vision; and (2) Phase 2 – Completion of Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision, considered as Phase 2. Schedule for Phase 2 must include preparation of appropriate environment document pursuant to CEQA depending on the recommended approach (complete the Downtown Master Plan or amendment to SP 5).
8. Cost proposal broken down by the services being provided during each phase (Phase 1 and Phase 2), and hourly wage rates for all personnel providing the service. The cost proposal should follow the estimated project schedule. The City will not be selecting the firm based on price, but will evaluate the thought that went into developing the estimated schedule and the staffing to accomplish each phase.
9. The estimated project schedule and cost proposal should be organized such that the Downtown Vision is completed first, then Phase 2 - Completion of Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision.