

**REQUEST FOR PROPOSALS**  
**Amendment No. 2**



**The Community Development Department is requesting proposals for:**

**Downtown Master Plan**

**RELEASE DATE: Thursday, June 9, 2022**

**RESPONSE DUE: Tuesday, July 19, 2022**

## **Amendment No. 2 - Response to Questions**

**1. Can the City please provide its standard services agreement?**

Professional Service Agreement will be shared with the selected consultant.

**2. What is the identified budget for the consultant's work on this project?**

The City will consider all budget proposals and will select the most qualified and cost effective team. A \$50,000 budget from the general fund is available to help fund the preparation of the Downtown Master Plan while the City seeks other funding opportunities.

**3. Is the City utilizing grant funding for this project? If so, from what source?**

Not currently. The City is in the process of finding grand funding for this project.

**4. Section 2 of the Contents of Proposal in the RFP asks for a separate sheet to include "all the contact people on the Proposal and how to communicate with them." Does the City prefer contact information for only the key contacts (project management), or should we include contact information for each person on the org chart?**

Contact information for the project manager is sufficient.

**5. Section 3 and 4 both request related service experience. Would the City accept a summary of our experience in Section 3 and detailed descriptions of our experience in Section 4?**

Yes, summary in Section 3 with detail descriptions of experience in Section 4 is acceptable.

**6. Section 5 asks for "assignment experience for at least the past then (10) years." Can the City please clarify if this means proposers are required to include all projects over the last 10 years for each person listed? Would the City accept detailed resumes in an appendix that highlight each person's relevant projects over the last 10 years?**

Yes, but please provide a brief summary in Section 5 along with the detailed resume.

**7. Section 6 asks for references from previous clients. How many references does the City prefer?**

The City does not have minimum or maximum for references.

**8. Are there target budgets identified for Phase 1 and Phase 2 of this project?**

The City will consider all budget proposals and will select the most qualified and cost effective team. A \$50,000 budget from the general fund is available to help fund the preparation of the Downtown Master Plan while the City seeks other funding opportunities.

**9. Is there a dedicated funding source for this project?**

The City will consider all budget proposals and will select the most qualified and cost effective team. A \$50,000 budget from the general fund is available to help fund the preparation of the Downtown Master Plan while the City seeks other funding opportunities.

**10. Can we provide a fee estimate rather than a budget for Phase 2, based on the assumptions of the outcomes of Phase 1 (Masterplan implementation vs. amending the SP-5 Corridors Specific Plan)?**

The City is seeking a cost proposal broken down by services being provided for both Phase 1 and Phase 2. For Phase 2 budget, you may provide different estimates for a Master Plan vs. Specific Plan Amendment.

**11. Is there a target completion date for all phases?**

The project is a priority for the community and there is urgency for the completion of the project. The proposal should include a project timeline.

**12. Should the consultant include translation services for outreach materials and events in the budget or will these services be provided by the City?**

The consultant is responsible for preparation of all outreach materials (including Spanish translation), organization, and setup. The consultant is also responsible for documenting and summarizing all outreach and engagement effort.

**13. What is the funding source for the project?**

The City will consider all budget proposals and will select the most qualified and cost effective team. A \$50,000 budget from the general fund is available to help fund the preparation of the Downtown Master Plan while the City seeks other funding opportunities.

**14. What is the proposed duration of the project?**

The project is a priority for the community and there is urgency for the completion of the project. The proposal should include a project timeline. Show all key project milestones and deliverables. It is the intent of the City to execute the agreement for this project in August/September 2022.

**15. What is your goal for start/completion dates of the Vision Plan?**

The project is a priority for the community and there is urgency for the completion of the project. The proposal should include a project timeline. Show all key project milestones and deliverables. It is the intent of the City to execute the agreement for this project in August/September 2022.

**16. What is the budget for the overall project, including Phase 1-Downtown Vision and Phase 2-Completion of Downtown Master Plan?**

The City will consider all budget proposals and will select the most qualified and cost effective team. A \$50,000 budget from the general fund is available to help fund the preparation of the Downtown Master Plan while the City seeks other funding opportunities.

**17. Is there a timeframe desired by the City to complete the project including both Phase 1 and Phase 2?**

The project is a priority for the community and there is urgency for the completion of the project. The proposal should include a project timeline. Show all key project milestones and deliverables. It is the intent of the City to execute the agreement for this project in August/September 2022.

**18. What does the city envision for the make-up and composition of the 'Advisory Group'?**

An Advisory Group has not been established. The group should include residents, business owners, city commissioners, and representatives from community groups.

**19. Does the City have a target budget for the Downtown Master Plan? Equally, does the City have an expectation when the work should be complete? Given that the scope of work is not tightly defined, the answer to these two questions will help us right-size our work plan to the available resources.**

The City will consider all budget proposals and will select the most qualified and cost effective team. A \$50,000 budget from the general fund is available to help fund the preparation of the Downtown Master Plan while the City seeks other funding opportunities.

The project is a priority for the community and there is urgency for the completion of the project. The proposal should include a project timeline. Show all key project milestones and deliverables. It is the intent of the City to execute the agreement for this project in August/September 2022.

**20. Can you provide more clarity on the level of detail of some of the scope items? For example, for 'Parking Capacity and Demand', it is unclear whether an in-depth, location-specific parking study is needed, or whether a high-level parametric review of capacity and demand is adequate. Equally, it would be beneficial to understand the depth of the 'Market Analysis', 'Opportunity Site' financial feasibility analysis, and 'Financial Resources' funding opportunities expected by the City. Finally, we are wondering about the level of detail for the 'Public Realm'**

**urban design improvements – are you expecting these at the idea visualization, conceptual design, or detailed design level?**

Parking Capacity and Demand should address the adequacy of the current parking supply (total spaces, location and distribution) and future demand, develop a set of parking policies that allows for incremental change and include the source of funding for the development of future parking facilities. This section should also evaluate improvements to local public transit opportunities at all levels (pedestrian, bicycle, trolley, rail, bus transit, etc.).

The Market Analysis and Opportunity Site sections seek to address the following:

- Evaluate the economic and market conditions and trends in San Fernando
- Identify current market support for new development
- Introduce alternative land uses and identify opportunity sites to stimulate new activity
- Test development feasibility on specific opportunity sites
- Provide economic development strategies to encourage incremental change, allowing Downtown San Fernando to modernize while keeping the spirit of its small town character as it continues to evolve.

The Financial Resources section seeks to identify funding sources for implementation of the Plan.

The financial component of this process is to ensure a financially viable plan that is based on market realities.

Public Realm section seeks to 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. This section must identify strategies for enhancing a sense of place to create a local destination that is attractive for both residents and businesses and provide recommendations to the built environment in visual form (mixed of idea visualization and concept design to ensure that the idea is realistic).

**21. Does the City currently utilize an online engagement platform beyond surveys posted on the City's website? If so, is there an expectation that the consultant team uses it, and if not, would the City be open to use other online tools?**

The City currently uses online surveys and social media, and the City is open to other online tools.

**22. Do you have a projected maximum budget for the entire scope of work or sections of the requested scope of work, such as for Outreach & Engagement?**

The City will consider all budget proposals and will select the most qualified and cost effective team. A \$50,000 budget from the general fund is available to help fund the preparation of the Downtown Master Plan while the City seeks other funding opportunities.

**23. Does the City already have a formal "brand style guide" that outlines official brand elements, such as logo, color palette, fonts, etc.?**

City logo will be shared with the selected consultant for use during the preparation of the Plan.

**24. There was no timeline for the execution of this project in the RFP. Do you plan on releasing that information, or is there no set schedule?**

The project is a priority for the community and there is urgency for the completion of the project. The proposal should include a project timeline. Show all key project milestones and deliverables. It is the intent of the City to execute the agreement for this project in August/September 2022.

**25. What is the expected duration of this contract with the City of San Fernando?**

The project is a priority for the community and there is urgency for the completion of the project. The proposal should include a project timeline. Show all key project milestones and deliverables.

**26. The RFP states Community Meetings & Workshops will be documented, and the findings reported to the City. Would the consultant own this responsibility?**

The consultant is responsible for documenting and summarizing all community meetings and workshops. The consultant is also responsible for preparation of all outreach materials, organization, and setup.

**27. The RFP states desire for advertisements and print materials for the Outreach & Engagement effort. Does the City have a separate budget for advertising and printing costs, outside of the budget for the requested scope of work? If so, what is it?**

The consultant is responsible for all cost associated with the outreach and engagement effort, including preparation of all outreach materials, organization, and setup.