



COMMUNITY DEVELOPMENT DEPARTMENT

★ Council Meeting Date: November 20, 2007
Staff Report #: 07-190

Agenda Item #: F1

REGULAR BUSINESS: **Consideration of Consultant Review Committee Recommendation to Select the Consulting Firm of Design, Community & Environment (DCE) as the Consultant for the El Camino Real/Downtown Vision Plan and Appropriate \$176,500 from the General Fund Reserve for the Consultant Services, Additional Newsletters, and Contingencies.**

RECOMMENDATION

Staff recommends that the City Council approve the recommendation of the El Camino Real/Downtown Vision Plan consultant review committee regarding:

1. Selection of Design, Community & Environment (DCE) to provide consultant services for the El Camino Real/Downtown Vision Plan and approval of the proposed scope of work (Attachment A);
2. Appropriation of \$176,500 from the General Fund Reserve (Attachment B);
3. Process to select which if any of the optional tasks will be included in the final scope of work; and
4. Process to establish the composition and charter of the Working Group.

BACKGROUND

At its retreat of January 6, 2007, the City Council identified a goal relating to adoption of a Specific Plan for the El Camino Real and Downtown areas, with the aim of increasing economic vitality and guiding land use development and transportation and other infrastructure proposals. Over the following months, the Council discussed various options for realizing this goal, establishing a Council Subcommittee of Council Members Boyle and Cline and reaching general agreement that a broad and inclusive visioning process was needed prior to creation of a Specific Plan, Zoning Ordinance amendment, or equivalent document. To provide background and context, the Council authorized \$25,000 for consultant services to analyze previous planning efforts in the El Camino Real/Downtown area, research the visioning and planning efforts of other cities, and analyze medical office uses. The early project history is summarized in the City Council staff report of June 19, 2007, which is available on the project web page (http://www.menlopark.org/projects/comdev_ecrdowntown.htm).

At the City Council meeting of June 19, 2007, the Council authorized an additional \$25,000 for initial public outreach, specifically including an educational speaker series on general planning topics. In addition, the Council suggested that a “kick-off” event be held at the end of August 2007. Since this meeting, the Subcommittee has regularly met with staff, working together to refine the process for the visioning process. In addition, the Subcommittee and staff have met individually and as a group with practitioners in the fields of public outreach and land use planning, to provide additional context.

At the City Council meeting of August 7, 2007, the Council reviewed a Subcommittee memorandum recommending delay of the kick-off event in order to plan properly for the event as part of a comprehensive visioning process. The Subcommittee also recommended that the City initiate a project newsletter to introduce the overall project to the community and solicit contact information and initial thoughts on the El Camino Real and Downtown area. In addition, the Subcommittee recommended that the City issue an RFQ (Request for Qualifications) for a consultant to manage the visioning process, and subsequently use the responses to the general RFQ to help formulate a more-detailed RFP (Request for Proposal).

At the August 7 meeting, the Council approved the recommended actions, including the draft RFQ, by general consensus. The RFQ was subsequently issued to 36 planning and public outreach/facilitation firms on August 13, and the City received 11 statements of qualifications in response. The responses were reviewed by staff and the Subcommittee for completeness and accuracy.

At the City Council meeting of September 25, the Council reviewed and approved the Subcommittee recommendation to issue an RFP (Attachment C) to five of the RFQ respondents. In addition, the Council approved the formation of a consultant review committee to review the resulting proposals and interview all qualified firms, with the intent of providing a recommendation for the Council’s review and approval. The review committee composition was specified as the following:

- City Council Member John Boyle
- City Council Member Rich Cline
- Two Planning Commissioners to be appointed by the Planning Commission
- Community Development Director Arlinda Heineck
- City Manager Glen Rojas

At the Planning Commission meeting of October 8, the Commission selected Commissioners Vincent Bressler and Henry Riggs to serve on the consultant review committee. The remainder of the consultant procurement process is discussed in more detail in the Analysis section.

While the above work has been proceeding, the Subcommittee and staff have continued to work on supplemental activities intended to inform and educate the community:

Project Web Page

Staff has established a project web page, which is available at the following address:

http://www.menlopark.org/projects/comdev_ecrdowntown.htm

This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress. The page allows users to sign up for automatic email bulletins, notifying them when content is updated. The project email list currently has 491 subscribers.

Newsletter

On October 18, 2007, an introductory project newsletter was mailed to all Menlo Park postal customers (residential and business addresses) and all Menlo Park property owners that reside outside of the City. In addition, copies have been distributed in City facilities, such as the library and the Senior Center. The newsletter includes a return card, soliciting contact information and general thoughts on the El Camino Real and Downtown areas. An electronic version of the survey is also available on the project web page. The City has received over 500 survey responses, which are being reviewed by staff to help guide the next steps in the process.

Speaker Series

The City has sponsored a speaker series with the intent of educating and informing community members on planning and transportation topics. On October 24, 2007, Michael Dyett of Dyett & Bhatia presented the analysis of previous planning efforts in the El Camino Real/Downtown area and the research of the visioning and planning efforts of other cities. On November 14, Dena Belzer of Strategic Economics gave a presentation on transit-oriented development (TOD) in the Peninsula context. Both events were streamed live on the web and have been archived on the City's web site. The speaker series will conclude on December 12 with Denise Conley of Conley Consulting Group speaking on the economics of mixed-use development. The recommended proposal, discussed in more detail in the Analysis section, does not include a direct continuation of the speaker series, although all of the public activities (walking tours, workshops, etc.) would include educational aspects.

ANALYSIS

Consultant Interviews

On October 24, 2007, the City received four proposals from the following consulting firms:

1. Design, Community & Environment (DCE)
2. Dyett & Bhatia
3. Moore Iacofano Goltsman, Inc. (MIG)
4. RRM Design Group

Electronic copies of the proposals were posted on the web and hard copies were made available at City offices for public review. Staff reviewed the proposals for basic compliance with the requirements of the RFP and found that all were adequate. The four firms were scheduled for interviews on November 8. Moore Iacofano Goltsman, Inc. (MIG) initially agreed to interview on this date, but withdrew from consideration on November 7, due to an inability to have all of the primary project team members attend the interview. Staff was not able to arrange for an alternate interview slot, due to the late notice.

The interviews of the remaining three consulting firms were held on November 8 with all six consultant review committee members in attendance. The interview sessions were public meetings, and one member of the public attended but did not provide any comment. The consulting firms gave an introductory presentation, and the consultant review committee members asked a standard set of questions to each firm, to enable a baseline comparison of the firms' abilities. In addition, the consultant review committee asked some unique questions based on the firms' specific proposals, as well as short follow-up questions as needed. The scripted questions were assembled in advance by staff, based on individual suggestions from the consultant review committee members, and were reviewed and modified slightly by the committee prior to the first interview. Staff also sent a request through the project email list, asking members of the public to submit questions for consideration, although none were received.

The final interview was followed by a discussion and deliberation session. The consultant review committee felt that all of the firms would be able to successfully conduct the proposed visioning process, but felt that Design, Community & Environment (DCE) offered the best fit, in particular with its strong emphasis on broad community involvement and public participation. DCE possesses directly relevant visioning experience, and the firm's references have provided extremely positive feedback on its work. The firm has strong local experience, in the Bay Area in general and on the Peninsula in particular. In addition, the DCE proposal would include economic and transportation subconsultants to ensure that the visioning process results in a set of recommendations that are feasible.

By general consensus, the committee directed staff to initiate discussions to clarify the specific roles of the DCE team members, as well as to explore the potential for certain tasks to be added to the proposed scope. The consultant review committee (with Planning Commissioner Bressler absent) held a follow-up meeting on November 13 to review the results of these discussions and to formally recommend the selection of DCE to the City Council. This meeting was also a public meeting, although no members of the public were in attendance.

Proposed Scope of Work

The scope of work (Attachment A) divides the project up into five primary task areas:

- Task A (Project Startup) consists of the consultant and staff working to initiate the project and gain an understanding of the plan area, and includes activities such as a study area tour, a review of existing materials, and establishment of a Working Group. The formation of a Working Group is discussed in more detail in the Working Group Composition and Charter section.
- Task B (Initial Outreach) entails reaching out to the community in multiple ways to gain momentum and begin the process of devising approaches to future development. This task includes stakeholder interviews, the first Working Group meeting, two public walking tours, and the first community workshop.
- Task C (Developing a Vision) involves using the earlier work to start formulating potential visions. This task includes activities such as the second Working Group meeting and the second community workshop.
- Task D (Vision Plan Preparation) consists of taking the input received in Task C and formulating a Vision Statement and Conceptual Plan. This task primarily involves activities with the consultant, staff, and the Working Group.
- Task E (Vision Plan Refinement) consists of working with the community and decision-makers to refine the vision into a final report that sets the stage for the next phase of the overall process. This task includes the third and final community workshop, as well as a Planning Commission workshop and a City Council meeting.

At regular intervals, four newsletters will be sent to keep the community informed on the progress of the project. In addition, regular web site updates and email bulletins will continue to be used to keep community members engaged and up-to-date. As noted in the RFP, at the core of the project is the need for broad public outreach and participation. The proposed process will engage a wide range of community members, including those who may not currently be involved in civic activities.

The project is projected to formally commence in late November 2007 and conclude in May 2008. The scope includes a summary table that shows the overall schedule along with project milestones (Attachment A21). The baseline proposal has a total budget of \$100,000, including all subconsultant work. The consultant review committee is recommending that some additional tasks be considered for inclusion, which would have the potential for increasing the total consultant budget to \$151,500. While this

would be a significant increase from the baseline proposal, it would still be below the baseline budgets of the other two proposals, which were \$159,490 (Dyett & Bhatia) and \$173,840 (RRM Design Group). The recommended process for these optional tasks is discussed in more detail in the Review and Selection of Optional Tasks section. DCE will complete the scope of work for whichever fixed fee is ultimately specified by the City.

Review and Selection of Optional Tasks

While the consultant review committee believes that the baseline scope of work will result in a successful visioning process, the committee identified several tasks that were not in the proposed scope that could potentially enhance the overall project:

- Statistically-Valid Community Survey (\$15,000)
This task would modify the proposed community survey to ensure that it would be statistically valid, potentially allowing greater confidence in its results. While the Community Workshops would remain at the core of the visioning process, an enhanced survey could help ensure that the opinions of community members who are unable to attend public meetings are fairly represented and considered.
- Interactive Web Site (\$3,500)
This task would add an interactive blog to the project site, allowing community members to comment on project updates.
- Youth Outreach (\$9,000)
This task would consist of three workshops at local schools to solicit input from local youth. In general, youth outreach can help generate creative ideas that are further discussed in the visioning process, as well as provide a way to engage their parents.
- Targeted Outreach (\$14,000)
This task would entail meetings with church, community, social, or other local community groups to encourage broader attendance at the community workshops.
- Mobile Tour (\$10,000)
This task would involve a guided bus tour of nearby communities, visiting good examples of projects, sites, and neighborhoods that are relevant to the visioning process.

If all of the optional tasks are included, the total consultant budget would be \$151,500. The consultant review committee recommends that the City Council concurrently approve the maximum appropriation and authorize the consultant review committee to discuss the optional tasks in more detail with the consultant and staff, and to subsequently select which if any of the specific options would be included. The final scope of work would not return to the Council for review, in order to keep the project moving forward on the projected timeline (the addition of tasks has the potential to affect

the timing of the primary public events, which need to be scheduled as soon as possible). Any unused funds would remain in the General Fund Reserve.

Working Group Composition and Charter

In the proposal, DCE has included a Working Group, which would advise the consultant and staff throughout the process. Working Group members would also provide a connection to other community members. DCE recommends several options for the composition of the Working Group, but ultimately leaves that decision up to the City.

Based on past experience with similar advisory bodies, the consultant review committee felt that clarifications are warranted with regard to the Working Group's precise charter and composition. The committee recommends that the Council authorize the consultant review committee to work with the consultant and staff to refine and clarify the purpose for, and expectations of, the Working Group. In addition, the committee would work with the consultant and staff to recommend a specific Working Group composition. This portion of the recommendation would not specify individual Working Group members, but would outline the Group's composition in broad terms. By way of example, the committee could recommend a composition along the lines of " __ Planning Commissioner(s) Appointed by the Commission, __ Department/Division Head(s) Appointed by the City Manager, __ Individual Resident(s) Appointed by the City Council," etc.

The consultant review committee recommendation regarding the Working Group would return to the Council as a Regular Business item in December, for the Council's review and approval. The specific membership appointments would follow as soon as possible thereafter. This additional review and discussion of the Working Group would not delay the progress of the overall project.

Related City Costs

The City will not have additional costs with regard to staff time and use of community venues, but the City would be responsible for printing and mailing costs for the newsletters and meeting documents and refreshments. Of the \$25,000 previously authorized for outreach efforts, the City has used approximately \$13,500 to design, print, and mail the initial project newsletter, as well as sponsor the three speaker series events, leaving approximately \$11,500 available for future work. Staff is recommending that the City Council appropriate an additional \$25,000 for printing and mailing of the four additional newsletters, meeting documents and refreshments, and contingencies. This amount is included in the recommended total appropriation of \$176,500.

IMPACT ON CITY RESOURCES

Commencement and completion of the proposed Vision Plan would require both staff resources dedicated to the project, as well as an appropriation of \$151,500 from the General Fund Reserve for consultant services and \$25,000 for related costs, for a total

appropriation of \$176,500. The City Council prioritized planning work on the El Camino Real/Downtown areas during the project priorities process. The Vision Plan is expected to set the stage for future planning work, such as a Specific Plan, Zoning Ordinance amendment, or equivalent document or strategy. The future phase would likely require a separate appropriation.

POLICY ISSUES

The El Camino Real/Downtown Vision Plan is intended to lead into a Specific Plan, Zoning Ordinance amendment, or equivalent document or strategy that could result in policy clarifications or changes related to land use and transportation issues.

ENVIRONMENTAL REVIEW

The Vision Plan (Phase I) is intended to be a planning study and as such would not be considered a project requiring environmental review under the California Environmental Quality Act (CEQA). Subsequent work during the Specific Plan or equivalent document (Phase II) may require the preparation of an Environmental Impact Report (EIR).

Thomas Rogers
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Arlinda Heineck
Community Development Director

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

In addition, the City has prepared a project page for the proposal, which is available at the following address: http://www.menlopark.org/projects/comdev_eocrdowntown.htm This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress. The page allows users to sign up for automatic email bulletins, notifying them when content is updated.

ATTACHMENTS

- A. Design, Community & Environment Draft Work Scope, Costs and Schedule, dated November 14, 2007
- B. Resolution of the City of Menlo Park Appropriating Funds for Consultant Services and Associated City Costs for the El Camino Real/Downtown Vision Plan
- C. Request for Proposal (RFP) for El Camino Real/Downtown Vision Plan, dated September 26, 2007

The Following Documents Are Available for Review During Business Hours at the Community Development Department:

- Responses to Request for Proposal (RFP) for El Camino Real/Downtown Visioning Plan:
 - Design, Community & Environment (DCE)
 - Dyett & Bhatia
 - Moore Iacofano Goltsman, Inc. (MIG)
 - RRM Design Group

EXHIBIT A: WORK SCOPE, COSTS AND SCHEDULE

This exhibit describes the scope of services, schedule, products and meetings for the El Camino Real/Downtown Vision Plan to be conducted by Design, Community & Environment, Inc. for the City of Menlo Park in cooperation with Economic Research Associates and Hexagon Transportation Consultants.

I. PROJECT STAFFING

This section discusses the DC&E staff that will be assigned to the project and their anticipated roles in the developing the El Camino Real/Downtown Vision Plan.

David Early, AICP

Mr. Early will facilitate all community workshops and present at both the Planning Commission workshop and City Council meeting listed in Task E. He will also provide overall guidance for the project, including consultation on the community outreach efforts and development of the documents and graphic exhibits prepared for Planning Commission and Council review.

Tom Ford, AICP

Mr. Ford will serve as the Principal-in-Charge for the El Camino Real/Downtown Vision Plan, providing urban design and neighborhood development expertise as well as providing day-to-day oversight of the community outreach tasks, workshop preparation and development of the text and graphic components of the Vision Plan.

Dahlia Chazan

Ms. Chazan will serve as Project Manager for the El Camino Real/Downtown Vision Plan. She will be the primary point of contact for City staff and will be involved in all aspects of the planning process. She will

assure that DC&E staffing is geared to the project needs on both a short-term (weekly) and a long-term (two-month projection) basis.

Other Staff

Eric Eidlin, Project Urban Designer, will serve as key urban design staff for the Vision Plan. Mr. Eidlin will be responsible for report writing and graphics production for the project. Aaron Odland, Landscape Designer, will serve as key landscape architecture staff for the Vision Plan. Mr. Odland will provide streetscape design and production support throughout the project.

II. SCOPE OF SERVICES

Task A. Project Start-Up

In this task, the DC&E team will work with City staff to initiate the project and gain an understanding of the Plan Area.

1. Project Start-Up Meeting

The DC&E team will attend a meeting with City staff to identify concerns and issues, review information needs and discuss expectations for the process and products. During this meeting, key stakeholders and agencies that are important to the development of the Vision Plan will be identified in preparation for Task B.4. In addition, we will identify any necessary scope and schedule refinements in preparation for Task A.3.

2. Study Area Tour

Following the project start-up meeting, the DC&E team will tour the Plan Area with City staff to discuss issues and opportunities related to El Camino Real and the downtown. We will take digital photographs of key locations and the surrounding context to document the plan area's distinguishing qualities. We will discuss specific stops and routing options for the walking tours to be conducted in Task B.4.

3. Scope Refinement

If necessary, DC&E will refine the project scope of work, including the public outreach program or schedule, to reflect the discussion held with City staff during the Project Start-Up Meeting. If necessary, the scope of work for this project can be modified as the Vision Plan process proceeds. DC&E will work with staff to determine when substitutions will be made during the process and how to keep these changes within the existing project budget.

4. Review Existing Materials

The DC&E team will review the existing materials that are currently being collected related to previous planning projects in the Vision Plan Area. Hexagon Transportation Consultants will review existing traffic studies; Economic Research Associates will review existing economic studies. In addition, we will review the results of the Initial Survey currently being conducted by City staff.

5. Community Survey Development

DC&E will work with City staff to develop a community survey that follows up on the Initial Survey currently being conducted by the City. We will tailor the issues to be addressed based on that feedback. The survey will include some or all of the following elements:

- ◆ Map of the Plan Area for participants to mark specific locations.
- ◆ Circulation questions.
- ◆ Specific location/segment questions.
- ◆ Open-ended questions prompting other input.

We will create a final survey that allows is a manageable length, that participants to know what is expected of them when they participate and is structured so the results feed clearly into the overall Vision Plan process. As we are creating the survey, we will work with staff to develop a plan for implementing the survey, including appropriate locations for distribution beyond the website and how to create ‘buzz’ among potential respondents.

TABLE I **WORK PROGRAM SUMMARY**

Task A: Project Start-Up	
1. Project Start-Up Meeting	5. Community Survey
2. Study Area Tour	Development
3. Scope Refinement	6. Establish Working Group
4. Review Existing Materials	7. Base Map Preparation
	8. Project Website Update
Task B: Initial Outreach	
1. Newsletter #1	4. Working Group Meeting #1
2. Stakeholder Meetings	5. Public Walking Tours
3. Community Survey Administration	6. Community Workshop #1
Task C: Developing a Vision	
1. Newsletter #2	3. Range of Possible Alternatives
2. Working Group Meeting #2	4. Community Workshop #2
Task D: Vision Plan Preparation	
1. Community Vision Statement	4. Revised Community Vision and Conceptual Plan
2. Conceptual Plan	
3. Working Group Meeting #3	5. Newsletter #3
Task E: Vision Plan Refinement	
1. Community Workshop #3	4. City Council Meeting
2. Working Group Meeting #4	5. Final Vision Plan
3. Planning Commission Workshop	6. Newsletter #4

6. Establish Working Group

DC&E will work with staff to establish the Working Group for the Vision Plan. DC&E will suggest departments and agencies that should be represented on the Working Group, and the City will be responsible for determining who should participate. Given the level of interest and the need for participation from diverse interests within the City, such as police, public works, City Council, and Planning Commission, the Working Group should number in the range of 14 to 18 people.

One possible method of appointing the Working Group would be for the City Council and Planning Commission members to appoint one member each.

DC&E will prepare for staff review brief summaries of each Working Group meeting that the representatives can use as the basis for their reports.

We will work with the City to establish expectations for the Working Group. For example, we recommend that the group function as an advisory body, rather than a decision-making one, commenting on items rather than taking roll-call votes. In addition, we expect that the members of the Working Group can provide a connection to other community members who might participate in other portions of the work, such as stakeholder meetings. The Working Group meetings will be publicly accessible and can include a period for public comment.

7. Base Map Preparation

DC&E will use ArcView version 9.2-compatible shapefiles and/or geodatabases provided by the City, as well as appropriate AutoCAD files from the City, for the development of a detailed base map and subsequent thematic maps to be used throughout the planning process. The base map will show the Vision Plan Area boundary and surrounding areas for context; parcel boundaries; and other relevant features. After creating the initial base map, DC&E will provide a copy to the City for review and approval prior to use in subsequent phases of the project.

At the conclusion of the project, DC&E will provide a CD to the City containing all original data as well as project-specific data layers modified or created by DC&E.

8. Project Website Update

DC&E will update the existing project website, which will continue to be hosted by the City of Menlo Park. We will provide ongoing updates to the

main project page as well as posting newsletters, new documents, information about upcoming meetings and meeting summaries.

Task B. Initial Outreach

In this task, the DC&E team will focus on reaching out to the community in multiple ways to develop further momentum for the project and begin to devise possible approaches to future development of the Vision Plan Area.

1. Newsletter #1

DC&E will create a newsletter summarizing progress on the Vision Plan to-date and describing initial opportunities for input, such as the community survey (included in this newsletter), walking tours and first public workshop. This and subsequent newsletters will use the existing format for project newsletters and will be posted on the project website.

2. Stakeholder Meetings

DC&E will conduct up to 8 stakeholder meetings, based on a list to be developed in conjunction with staff. The meetings could be with one person, or with a group of people with similar interests, such as several downtown merchants. These small, interest-focused group meetings give more people a chance to participate in the interview process and can spark useful discussion among the participants. DC&E will produce a memorandum summarizing the information gathered in the stakeholder meetings. The memorandum will include key issues identified by stakeholders but will preserve the anonymity of individual participants.

3. Community Survey Administration

The most opportune time to administer the community survey is in conjunction with Newsletter #1. This gives participants an incentive to read both the newsletter and the survey and increases the response rate. The survey, as developed in Task A.5, will be prepared by DC&E in a style compatible with the newsletter. We will also have copies of the survey

available to hand out as we conduct the initial activities during this task and will use those opportunities to increase the level of input that we receive on the survey.

4. Working Group Meeting #1

At the Working Group's first official meeting, we will provide a formal overview of the Vision Plan process and their role in that process. We will also present the draft walking tour route, including key stops, and ask the members for their feedback in advance of the public walking tours. This will allow the Working Group to immediately begin delving into the issues for the El Camino Real/Downtown area. We will then ask the Working Group members to join the Public Walking Tours described in Task B.6.

5. Public Walking Tours

Once the Working Group has given its feedback on the Walking Tour route, DC&E will finalize the tour routes with City staff. We will hold three public walking tours of subareas of the Vision Plan Area. These will be held on two successive Saturday mornings. On one Saturday, we will focus on the Santa Cruz Avenue portion of the Plan Area, including key sites along Oak Grove and Menlo Avenues. On the other Saturday, two simultaneous tours will be run, one of the northern portion of the Plan Area along El Camino, and one of the southern portion along El Camino. Then, the groups will be given the opportunity to switch, so participants can tour all three portions of the Plan Area if they so choose.

For all three tours, DC&E will provide each group with a camera (some cameras will be digital and these will be supplemented with disposable cameras if needed). Within each group a photographer will be selected to take pictures of places that the group considers to be notable. In conjunction with those photos, a note-taker will be selected to write down the reason for the photo being taken. This approach will give the DC&E team valuable information that it can take away from the tours regarding items of importance to the walking tour participants. Where appropriate, we will also

use these photos in presentations as the project progresses to illustrate issues raised by community members.

We anticipate that there will be a need for several groups at each event, particularly when we are running simultaneous tours along El Camino. DC&E will provide up to four tour guides for each Saturday event and will request that staff be on hand to provide assistance and additional staffing for the events. In the event of inclement weather, DC&E will plan to proceed with the walking tour unless City staff directs that the tour be postponed and the subsequent Vision Plan tasks be delayed similarly.

6. Community Workshop #1

At the first community workshop, we will start with a brief summary of the process that will be followed to develop the Vision Plan. Following that introduction, we will share the results of the walking tours, summarizing opportunities and constraints that we heard from walking tour participants. We will also summarize the issues, concerns and ideas identified by stakeholders in Task B.2. We will ask for input on additional opportunities and constraints.

Following the discussion of opportunities and constraints, we will provide a brief presentation, in conjunction with Hexagon, on the interrelationship of land use and circulation along transportation corridors such as El Camino, and downtown streets such as Santa Cruz Avenue. This educational presentation will provide context for participants as we work together to develop a vision for Downtown and El Camino. The presentation will be followed by questions from the audience and discussion that DC&E will facilitate.

Similarly, we will present, in conjunction with ERA, a summary of the range of economic possibilities. This will include a discussion of the types of businesses that the community could expect to see develop along El Camino and in Downtown given the local market, parcel sizes and existing businesses

in the area. The presentation will be followed by questions from the audience and discussion that David Early will facilitate.

Task C. Developing a Vision

In this task, we will work with the community to develop the vision that will ultimately underlie the plan.

1. Newsletter #2

The second newsletter will summarize the information presented at Community Workshop #1 and will invite community members to participate in Community Workshop #2.

2. Working Group Meeting #2

The Working Group will review the results of Community Workshop #1, provide a brief introduction to the range of alternatives describe in Task C.3 and provide input to the DC&E team on the types of alternative visions to be discussed at Community Workshop #2.

3. Range of Possible Alternatives

Based on the input received so far, the DC&E team will describe the range of alternative visions that could be developed in the Plan Area. We will illustrate these ranges of possibilities for development along El Camino and in Downtown with photographs and/or sketches. These will include possibilities for types of commercial, residential and mixed-use development, as well as for treatment of the circulation network and streetscape. They will highlight key places within the Plan Area that have been identified through the process as either important to preserve or in need of change. We will prepare a draft presentation summarizing these alternatives and provide staff with the opportunity to provide input and review. Then, we will prepare a final presentation for use at Workshop #2.

4. Community Workshop #2

At this second workshop, David Early will present the range of alternatives developed in Task C.3. Then, we will work with the community in small groups to gather their feedback on these alternatives, including whether there are additional alternatives that should be considered and their preferences within the range for each topic presented. We will ask each small group to summarize its results, including expressing a preference for a particular set of alternatives.

Task D. Vision Plan Preparation

In this task we will take the input that we received in Task C and form it into a Vision Statement and Conceptual Plan that will be the primary contents of the final Vision Plan.

1. Community Vision Statement

The community's vision for the El Camino Real Corridor and Downtown will be captured in a series of principles that summarize the direction that is foreseen for this area of the City. These will cover topics including types of development, approaches to circulation, the roles envisioned for the different portions of the plan area and connections to the remainder of the City. These principles will be followed by a series of more specific goals that will help the community see how the vision can be achieved.

2. Conceptual Plan

Accompanying the Vision Statement will be an illustrative plan and colored perspective drawings that illustrate the land uses envisioned in different portions of the plan area. The Conceptual Plan will also include sample street cross-sections to illustrate treatments for important roadways such as El Camino Real, Santa Cruz Avenue and the Caltrain station area.

3. Working Group Meeting #3

The Working Group will review the Vision Statement and Conceptual Plan, providing feedback and suggestions for refinement.

4. Revised Community Vision and Conceptual Plan

The DC&E team will work with staff to determine the modifications to be made to the Administrative Draft Vision Statement and Conceptual Plan, working to incorporate feedback from both staff and the Working Group. We will prepare a Public Review Draft of these two components for use in the final community workshop, Working Group meeting and meetings with decisionmakers.

5. Newsletter #3

The third newsletter will summarize the community vision and conceptual plan. It will give include a comment card for readers to provide comment directly to the City as well as information on Community Workshop #3 at which participants will again have an opportunity to comment on these key components of the Vision Plan.

Task E. Vision Plan Refinement

In this task, DC&E will work with the community and decisionmakers to refine the vision for the El Camino Corridor and Downtown. We will then incorporate that vision into a final report that sets the stage for the preparation of a Specific Plan.

1. Community Workshop #3

At this final community workshop, David Early will present the principles that make up the Vision Statement, illustrating them for the participants with examples of places that show how the principles could be followed in Menlo Park. We will also present the Conceptual Plan, showing how the principles would be applied in specific places throughout the Plan Area. Then, we will

work with the whole group to go through the principles and Conceptual Plan in more detail, answering questions and gathering input from the participants.

2. Working Group Meeting #4

The fourth Working Group meeting will give the members a chance to see the changes that have been made to the Vision Statement and Conceptual Plan since they saw them initially, and to hear how they were received by the public. We will describe the remainder of the process to the Working Group and explain to them how they can stay involved through the upcoming phases of the project.

3. Planning Commission Workshop

The Planning Commission workshop should be held on a Saturday morning, or some other time when several hours can be devoted to their review of the Vision Statement and Conceptual Plan. The format will be that of a workshop rather than a hearing, so the Commissioners should be able to sit around a table together to look at maps and diagrams, review the process and understand the results. Then, the Planning Commission will be asked to give detailed feedback on the Vision Statement and Conceptual Plan. This information, and any recommendations for modifications, will be forwarded to the City Council. David Early will facilitate this workshop.

4. City Council Meeting

The City Council will have the opportunity to review the community vision and conceptual plan and will hear a summary of the process from which they resulted. The Council members will also hear a summary of recommendations from the Planning Commission and will be asked to recommend that the team move ahead with preparation of a final Vision Plan, with any modifications that the Council is requesting. David Early will attend and present at this meeting.

5. Final Vision Plan

DC&E will prepare an administrative draft of the final Vision Plan for staff review. It will include the following components:

- ◆ **Introduction and Summary of Process.** This section will set the stage for the remainder of the document, summarizing why the Vision Plan was undertaken, the process that led up to the Vision Plan and how this fits into other planning efforts in Menlo Park and the Peninsula.
- ◆ **Vision Statement.** The community vision will include broad principles for the future of the El Camino Real Corridor and Downtown.
- ◆ **Conceptual Plan.** The Conceptual Plan will graphically illustrate the community vision, providing a land use diagram showing the types of uses envisioned in the plan area, and including street cross-sections where appropriate.
- ◆ **Next Steps.** The final section of the Vision Plan will provide a descriptive list of necessary tasks to implement the vision, such as a Specific Plan, Zoning Ordinance amendments and/or General Plan amendments. Once staff has reviewed the administrative draft and provided comments, DC&E will prepare a Final Vision Plan for publication.

6. Newsletter #4

This final newsletter will summarize the information in the Final Vision Plan, indicate how interested readers can get a copy and explain what will happen next as the City works toward the resulting vision for El Camino Real and Downtown.

III. OPTIONAL TASKS

This section describes additional tasks that can be completed by DC&E, at an additional cost.

Optional Task 1: Statistically Valid Community Survey

As an Optional Task, DC&E would use the services of EMC Research to ensure that the Community Survey, developed in Task A.5 and administered in Task B.3, is statistically valid.

Depending on the City's goals, EMC could conduct a survey among either adult residents or registered voters. While a resident survey has the potential to reach a wider range of individuals, a voter survey ensures a survey sample of the most engaged population, and the population that would vote on potential ballot measures. The population of likely voters in Menlo Park is roughly 15,789; according to 2000 Census data, the population of adult residents age 18 or older is 24,048. In either approach, EMC's sampling procedures would be consistent with generally recognized, scientifically valid sampling techniques designed to produce a survey reflective of the Menlo Park population.

EMC would conduct a city-wide telephone survey of 300 voters (or residents, if the City prefers) in the City of Menlo Park. A survey of this size would have a margin of error of plus or minus five point seven percentage points (+ 5.7%) at a 95% confidence interval. Each survey would last approximately twelve (12) minutes and allow room for one or two open-ended questions. The survey would be administered in a statistically valid, random manner, allowing for analysis based on geographical location of respondent, gender, age, and opinions on elements of the El Camino Real/Downtown Vision Plan.

EMC deliverables would include topline results, a PowerPoint presentation of results, crosstabulations, a final report, and in-person presentation of results.

If this optional task is undertaken, it would be necessary to revise the scope of work described in Task A.5 and Task B.3. The survey would be conducted over the telephone, therefore a map or any other visual tools would not be included.

Optional Task 1 Cost *\$15,000*

Optional Task 2: Interactive Website

As an optional task, DC&E will make the website more interactive. This would include developing a blog (an online site for commentary with postings displayed in reverse chronological order) related to the process, which we will update as events take place, and moderating blog postings from community members.

Optional Task 2 Cost *\$3,500*

Optional Task 3: Youth Outreach

As an optional task, four DC&E staff members would all attend three workshops at local schools to solicit input from local youth. The workshops would last no more than 90 minutes each. DC&E would also prepare a flier for the participants to take home that provides information about the project and invites parents to attend the community workshops being held for the Vision Plan.

Optional Task 3 Cost *\$9,000*

Optional Task 4: Targeted Outreach

As an optional task, DC&E would coordinate with church, community, social or other local community groups and conduct on-site meetings to provide information about the Vision Plan process and encourage the participation of the targeted group. The meetings would be scheduled separately from the Vision Plan community workshops with the specific goal being to increase attendance at the workshops by members of the target groups. This task would include meetings with up to three groups in advance of each of the three community meetings and the Planning Commission workshop.

Optional Task 4 Cost *\$14,000*

Optional Task 5: Mobile Tour

As an optional task, DC&E would coordinate and provide a guided bus tour for the Working Group and City staff. The goal of the bus tour would be to visit good examples of projects, sites and neighborhoods that are relevant to the Menlo Park Vision Plan. The tour would provide Working Group members with a range of case studies that show examples of successful community development projects in a series of similarly scaled Bay Area communities. This tour would likely take place on a weekday and would last ½ to ¾ of a day.

Optional Task 5 Cost *\$10,000*

IV. COST

As shown in Table 1, the estimated cost to complete the scope of work described in this proposal is \$100,000. The DC&E team will complete this scope of work for a fixed fee not to exceed this amount. The billing rates for each team member are included in Table 1.

DC&E typically bills for its work on a time-and-materials basis with monthly invoices.

A. Cost Guarantee

DC&E guarantees that it will complete a contracted scope of work for the contracted cost. Any in-contract cost overruns are absorbed by the firm and are not passed on to the client.

B. Assumptions

This scope of work and cost estimate assumes that:

- ◆ Billing rates for this project are guaranteed through December 2009. Billing rates would be subject to an increase of up to six percent on January 1, 2010, and in each subsequent year thereafter.
- ◆ Our cost estimate includes the meetings shown in Section VII. Additional meetings would be billed on a time and materials basis. Subconsultant team members could also attend additional meetings or hearings for an additional cost based on time and materials.
- ◆ Staff will act as a clearinghouse for comments on all administrative draft documents, and will provide DC&E with a single, internally reconciled set of comments on each administrative draft.

- ◆ There will be a single round of intensive review and revision to each of the Administrative Draft products. If staff feels that a second Administrative Draft is needed, a contract amendment allowing additional work will be necessary.
- ◆ DC&E will use ArcView version 9.2-compatible shapefiles and/or geodatabases from staff for the development of the project's base map and subsequent thematic maps. All files delivered by staff are assumed to be current, spatially accurate and aligned with one another, and referenced to a common coordinate system appropriate for the area. Each shapefile will arrive with the appropriate coordinate system definitions (i.e. .PRJ files); likewise, the coordinate system of geodatabases, if applicable, will contain proper coordinate system definitions. This scope assumes that the City's existing GIS information, including attribute data, are essentially complete and that any needed adjustments by DC&E will be minor. A maximum of 8 hours will be allotted for data quality control procedures. Additionally, DC&E will expect metadata documentation for each shapefile and/or geodatabase submitted for this project including, but not limited to, data author and description, data creation date, attribute field definitions, and frequency of data updates.
- ◆ After creating the initial base map, DC&E will provide a copy to staff for review and approval prior to use for subsequent mapping work. At the conclusion of the project, DC&E will provide a CD to staff containing all original data as well as project-specific data layers modified or created by DC&E along with pertinent metadata documentation.
- ◆ All products will be submitted to the staff in electronic (PDF) format, except for printed copies that are specifically identified in Section V.
- ◆ This project includes an allowance for printing shown in Table 1. This is an allowance only, based on the numbers of products and copies shown in Section V. If this allowance is exceeded, additional printing costs will be billed at DC&E's actual cost.

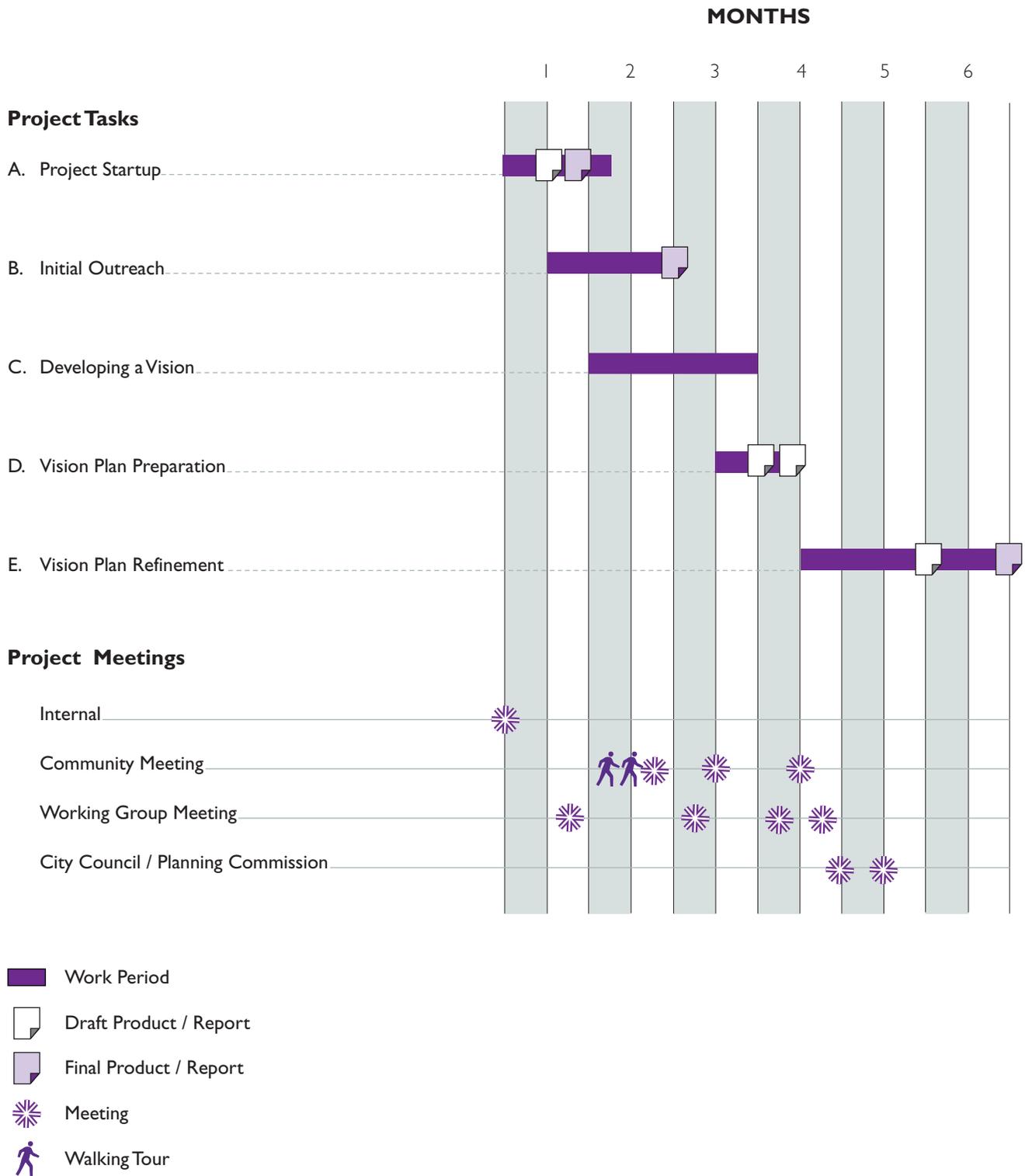
- ◆ Staff will be responsible for meeting logistics, including schedule coordination, document production, printing notices, mailing costs, room reservations, room set-up and take-down, and refreshments.
- ◆ DC&E will provide up to three facilitators for the public workshops. Additional facilitators will be drawn from staff or other local organization, such as a university with a planning program. DC&E will provide training for facilitators immediately before each workshop.
- ◆ DC&E will be responsible for designing notices for public workshops, and will provide the City with an electronic version of the workshop flier for printing and mailing.

V. PRODUCTS

- ◆ Newsletter #1 (Task B.1)
- ◆ Draft Study Area Tour Map (Task B.4)
- ◆ Working Group Meeting #1 Summary (Task B.4)
- ◆ Final Study Area Tour Map (Task B.5)
- ◆ Newsletter #2 (Task C.1)
- ◆ Working Group Meeting #2 Summary (Task C.2)
- ◆ Draft Alternatives Presentation (Task C.3)
- ◆ Final Alternatives Presentation (Task C.3)
- ◆ Working Group Meeting #3 Summary (Task D.3)
- ◆ Newsletter #3 (Task D.5)
- ◆ Working Group Meeting #4 Summary (Task E.2)
- ◆ Administrative Draft Final Vision Plan (Task E.5)
- ◆ Final Vision Plan (Task E.5)
- ◆ 1 screencheck version in Word and PDF format
- ◆ 25 color printed copies
- ◆ 1 camera-ready, unbound, printed color copy
- ◆ 1 version in Work on writable CD
- ◆ 1 PDF version on CD
- ◆ Newsletter #4 (Task E.6)

VI. SCHEDULE

The schedule for the El Camino Real/Downtown Vision Plan is as shown in Figure 1 in half-month increments. As shown, DC&E will complete the project within 6 months.



VII. MEETINGS

The proposal reflects DC&E team member attendance at the following meetings, workshops and hearings.

A. Team Meetings

Project Start-Up (Task A.1)
Study Area Tour (Task A.2)

B. Working Group Meetings

Working Group Meeting #1 (Task B.4)
Working Group Meeting #2 (Task C.2)
Working Group Meeting #3 (Task D.3)
Working Group Meeting #4 (Task E.2)

C. Community Workshops

Community Workshop #1 (Task B.6)
Community Workshop #2 (Task C.4)
Community Workshop #3 (Task E.1)

D. Decisionmaker Meetings

Planning Commission Workshop (Task E.4)
City Council Hearing (Task E.5)

El Camino Real/Downtown Vision Plan
Table 1: Cost Estimate

Hours per Task	Design, Community & Environment				Clerical	Economic Research Associates	Hexagon Transportation Consultants
	Founding Principal	Principal	Associate	Planner			
A. Project Start-Up		8	40	64	40	4	
B. Initial Outreach	8	4	40	72			8
C. Developing a Vision	8	2	24	72			6
D. Vision Plan Preparation	8	8	40	80			8
E. Vision Plan Refinement	12	-	40	56		6	8
Total Hours	36	22	184	344	40	10	8
Billing Rate	\$215	\$180	\$125	\$80	\$85	\$65	\$331
Labor Cost	\$7,740	\$3,960	\$23,000	\$27,520	\$3,400	\$650	\$9,930
Total Firm Labor Cost						\$66,270	\$9,930
EXPENSES							
Mileage (@ \$0.485 per mile)					449		70
Subconsultant Administration (10%)					2,496		
Reprographics and Mapping					1,500		
Office Expenses (Phone, Fax, Copies, etc)					1,325		
Graphic Renderings					3,000		
Total Expenses					\$8,770		\$70
TOTAL PER FIRM					\$75,040		\$10,000
GRAND TOTAL					\$100,000		\$14,960

ATTACHMENT B

RESOLUTION NO. _____

**RESOLUTION OF THE CITY OF MENLO PARK APPROPRIATING FUNDS
FOR CONSULTANT SERVICES AND ASSOCIATED CITY COSTS FOR THE
EL CAMINO REAL/DOWNTOWN VISION PLAN**

The City of Menlo Park, acting by and through its City Council, having considered and been fully advised in the matter and good cause appearing therefore,

BE IT AND IT IS HEREBY RESOLVED by the City Council of the City of Menlo Park that the City Council does hereby approve an appropriation of \$176,500 from the General Fund Reserve in Fiscal Year 2006-2007 to fund consultant services and associated City costs for the El Camino Real/Downtown Vision Plan.

I, SILVIA M. VONDERLINDEN, City Clerk of the City of Menlo Park, do hereby certify that the above and foregoing Resolution was duly and regularly passed and adopted at a meeting by said Council on November 20, 2007, by the following vote:

AYES: Council Members:

NOES: Council Members:

ABSENT: Council Members:

ABSTAIN: Council Members:

I further certify that the foregoing copy of said Resolution is a true and correct copy of the original on file in the office of the City Clerk, Civic Center, Menlo Park, California.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of said City, this ____ day of _____, 2007.

SILVIA M. VONDERLINDEN, City Clerk



Request for Proposal (RFP) for El Camino Real/Downtown Vision Plan

September 26, 2007

Section 1: Background

About Menlo Park

The City of Menlo Park is located on “The Peninsula”, between San Francisco and Oakland on the north and San Jose on the south. The City enjoys easy access from both US-101 and Interstate 280, as well as a direct connection to the East Bay via the Dumbarton Bridge. The City borders the communities of Atherton, Redwood City, Woodside, East Palo Alto, and Palo Alto, as well as unincorporated San Mateo County lands. In addition, the City is adjacent to Stanford University, along the City’s southeastern border. As estimated by the Association of Bay Area Governments (ABAG) in *Projections 2007*, the City in 2005 was home to a total of 30,700 residents and 25,880 jobs. The City’s residential neighborhoods are complemented by a number of active commercial areas, most notably the El Camino Real and Sand Hill Road corridors, the central downtown district along Santa Cruz Avenue, and the M-2 industrial district near Bayfront Expressway and US-101.

Project History and Objectives

At its retreat in early 2007, the City Council identified a goal to engage in a community outreach process to identify a vision and establish implementation strategies for guiding policy decisions on land use and transportation proposals in the El Camino Real corridor and Santa Cruz Avenue area. The visioning process is expected to lead into work for a Specific Plan and associated environmental review. However, these two phases will be conducted separately, including separate RFP processes.

The Council has designated Council Members John Boyle and Richard Cline as a Council Subcommittee for this project. After considering various options, the Council Subcommittee sent an RFQ (Request for Qualifications) for consulting services related to visioning and public outreach processes to a list of 36 consulting firms. The City received 11 responses, which were reviewed by the Council Subcommittee and staff with regard to the four required skills cited in the RFQ:

1. *Process*: Expertise in setting up and managing the overall structure of the project.
2. *Content*: Familiarity with land use and transportation topics, to help frame the visioning questions correctly.
3. *Outreach*: Effectively connecting with a wide range of community members and other stakeholders.

4. *Facilitation*: Making sure meetings run fairly and efficiently, and helping to articulate the opinions of those unfamiliar with land use and government terminology.

Using these criteria, the Council Subcommittee identified a subset of recommended firms. On September 25, 2007, the City Council reviewed the Subcommittee recommendation and approved the following list of firms to be invited to submit full project proposals:

1. Design, Community & Environment (DCE)
2. Dyett & Bhatia
3. Freedman Tung & Bottomley
4. Moore Iacofano Goltsman, Inc. (MIG)
5. RRM Design Group

For the period during which the RFQ-RFP process is taking place, the Council has separately approved consultant services to analyze previous planning efforts in the El Camino Real/Downtown area, research the visioning and planning efforts of other cities, and analyze medical office uses. This work will be available for use by consultants working on future phases of the overall effort, and also will be presented for public review as part of an initial speaker series during the fall of 2007. This series will also include other opportunities for general education on current planning and transportation topics.

The City has established a project page for the overall Vision/Strategic Plan project, which is available at the following address:

http://www.menlopark.org/projects/comdev_ecrdowntown.htm

In addition, the City will be mailing an initial project newsletter in late September or early October to notify community members about the project and describe the current opportunities for involvement.

Section 2: Scope of Work

The output of this project will be an El Camino Real/Downtown Vision Plan that clearly articulates the community's current impressions of, and goals for, these intermingled but distinct commercial areas located at the heart of the city. ***At the core of the project is the need for broad public outreach and participation.*** The process should engage a wide range of community members, including those who may not currently be involved in civic activities.

The visioning exercise should be tailored to Menlo Park and should include a variety of techniques to engage and elicit input from the community. Proposals should describe in detail the techniques that would be used, including but not limited to a combination of some/all of the following elements. Proposals should clearly articulate how the selected techniques achieve the overall project goals and meet the unique needs of Menlo Park. Additionally, proposals should address opportunities for modifications to the approach based on community input during the visioning process.

- *Kick-Off Event*: Initial meeting to educate and energize community members about the overall visioning process. The kick-off event may include presentations and initial workshop-type activities.
- *Stakeholder Interviews*: Interviews with key stakeholders, such as: residents, business and property owners, architects, developers, community activists, and public officials, intended to identify unique opportunities and challenges.
- *Survey*: A mail, phone, and/or intercept survey to establish overall community goals and potential areas of concern.
- *Community Workshops*: Interactive public events that help refine any preliminary findings (such as from the stakeholder interviews and survey results) into specific alternatives. The workshops should help community members reach common ground.
- *Working Group*: An advisory or decision-making group of residents, elected/appointed officials, staff, and other stakeholders to regularly review the progress of the visioning process and provide input to the consultant and staff within a public forum.
- *Project Web Site*: Expand or supplement the existing project page to provide all relevant information about the project, including: staff reports, presentations, project schedule, and related documents.
- *Newsletter*: Monthly print and/or electronic newsletter to inform the community of the progress of the project.
- *Mobile Workshop*: A structured tour of nearby communities to view representative projects and discuss options in an informal setting.
- *Speaker Series*: Continuation of the preliminary educational series.
- *School Outreach*: Program to reach out to local students and their parents with items such as presentations, assignments, and contests.
- *Planning Commission Meetings*
- *City Council Meetings*
- *Other Items*: The consultant should include any additional tasks that would help achieve the goal of reaching out to and engaging a broad range of community members.

The final product will be a document that clearly and succinctly states the community's vision for the El Camino Real and Downtown areas, along with a complete description of the visioning process by which the plan was created. The Vision Plan should provide a foundation for a subsequent Specific Plan that may include changes to the current development regulations. However, any Specific Plan work would be a separate project, and the Vision Plan should not include any specific changes to the current regulations.

Section 3: Proposal Content

Some elements may have been previously submitted as part of the RFQ, but please submit a comprehensive response to this request.

Cover Letter

Please begin with a letter introducing your firm and summarizing your general qualifications and your specific approach to completing the requested visioning process. This section should indicate the length of time for which the proposal is effective (minimum of 60 days).

Work Program

Please provide a detailed plan for the services to be provided. Identify any tasks that City staff are expected to complete.

Schedule

The proposal shall include a preliminary project schedule that identifies milestones and completion dates by task from the beginning through formal review and acceptance of the Vision Plan by the City Council. Initial project work should commence in December 2007, with the kick-off meeting and other public activities starting in January 2008. The project should conclude within four to six months from the date of commencement.

Budget and Fees

The consultant should provide a fee estimate, on a task-by-task basis. The proposal shall include a spreadsheet identifying personnel, hourly rates, project responsibilities, and estimated amount of time expected for each task, expressed in person-hours. The proposed budget is to be presented as not-to-exceed, with all overhead/expenses included in the figure. The consultant should outline the terms of payment, based on monthly billings to the City.

Key Personnel

Names of key personnel, their respective titles, experience, and periods of service with the firm. Please clearly identify the primary contact for the proposal. If sub-consultants will be used in visioning plan efforts, include details for these team members in this section.

Availability

A brief statement of the availability of key personnel of the firm to undertake the proposed project.

Project list

List of related projects completed by the firm, along with relevant background information (*maximum of 10 examples*). For projects that were completed by a team of consultants, please clarify the specific contribution of your firm.

References

Names and telephone numbers of persons whom the agency can call for references regarding the firm's past performance, preferably on similar projects.

Section 4: Selection Process

Please submit seven (7) bound copies, one (1) unbound, single-sided copy on standard-weight paper (no heavy-weight paper or tabbed dividers), and one (1) CD-R including a PDF copy of your proposal at your earliest convenience, but no later than **October 24, 2007** at 5 p.m. to:

Thomas Rogers, Associate Planner
Community Development Department
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

Proposals will be reviewed by a six-person committee comprised of the following:

- City Council Member John Boyle
- City Council Member Rich Cline
- Two Planning Commissioners to be appointed by the Planning Commission
- Community Development Director Arlinda Heineck
- City Manager Glen Rojas

The review committee will conduct interviews during the first two weeks of November 2007 with the intent of providing a single recommendation for the review and approval of the full City Council at a public meeting on November 13, 2007. The consultant interviews will be public meetings at which public comment will be permitted, and copies of the proposals will be made available to interested members of the public.

Section 5: Enclosures

- [Zoning Map and General Plan Land Use Diagram – Sheet 3](#)
- [El Camino Real/Downtown Vision Plan – Potential Study Area](#)

If you have any questions during the preparation of your proposal, please contact Thomas Rogers, Associate Planner, by phone at (650) 330-6722 or by email at throgers@menlopark.org.