



# COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: September 25, 2007  
Staff Report #: 07-160

Agenda Item #: F1

**REGULAR BUSINESS:** Review of Council Subcommittee Recommendation Regarding a Request for Proposal (RFP) for Consultant Services for the El Camino Real/Downtown Vision Plan.

---

## RECOMMENDATION

Staff recommends that the City Council consider and provide direction on the recommendation of the Council Subcommittee regarding:

1. Draft RFP (Request for Proposal) for the El Camino Real/Downtown Vision Plan (Attachment A);
2. Selection of the firms to receive the RFP; and
3. Process for review of the proposals and selection of the Vision Plan consultant.

## 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. 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\\_eocrdowntown.htm](http://www.menlopark.org/projects/comdev_eocrdowntown.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 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 (Attachment B) recommending delay of the kick-off event in order to plan properly for the event as part of a comprehensive visioning process. The Subcommittee further recommended two preparatory steps:

- 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.
- Issue an RFQ (Request for Qualifications) for a “process consultant” to manage the visioning process, and use the responses to the general RFQ to help formulate a more-detailed RFP (Request for Proposal). Return to the full City Council with the draft RFP for discussion and public comment prior to issuance. The draft RFQ was included as part of the Subcommittee memorandum.

In addition, the memorandum reinforced the concept that the broad and inclusive visioning exercise represented only Phase I of the larger project, and that any Phase II work to create a Specific Plan would be conducted separately.

At this meeting, the Council approved the proposed actions, including the draft RFQ, by general consensus. The RFQ (Attachment C) was subsequently issued to 36 planning and public outreach/facilitation firms on August 13, 2007. The City received responses from the following firms:

1. CirclePoint
2. Design, Community & Environment (DCE)
3. Dyett & Bhatia
4. Freedman Tung & Bottomley
5. Liedstrand Associates
6. Moore Iacofano Goltsman, Inc. (MIG)
7. Peninsula Conflict Resolution Center (PCRC)
8. PMC
9. RRM Design Group
10. Solem & Associates
11. Van Meter Williams Pollack LLP

The responses are not included as part of this staff report due to size constraints, but copies are available for public review at the Community Development Department during normal business hours. The Subcommittee and staff will be prepared to answer questions regarding the approach of all respondent firms during the meeting of September 25.

## **ANALYSIS**

### **Vision Plan RFP Content**

The draft RFP (Attachment A) has been structured to reflect direction from the Subcommittee and full Council with regard to the goals for the project, which were established after receiving and considering public input. In particular, the RFP emphasizes that at the core of the project is the need for broad public outreach and participation. The visioning process must engage a wide range of community members, including those who may not currently be involved in civic activities. In addition, the RFP reiterates that while the resulting Vision Plan should provide a foundation for a subsequent Specific Plan, any such work would be a separate project, and the Vision Plan should not include any specific changes to the current regulations.

The RFP introduces a number of specific tasks and concepts that have been discussed in the past, such as the holding of a “kick-off” event to inform and energize the community, as well as the creation of a working group or equivalent committee to help guide the process while it is taking place. However, the various techniques are not considered mandatory elements, and the consultants are directed to create a customized proposal that both meets the unique needs of Menlo Park and reflects their best professional judgment.

The final product will be a Vision Plan 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. In this document, the process would need to be fully transparent, clearly detailing what input was received and how it was used to articulate the community’s vision.

### **Selection of Vision Plan RFP Recipients**

The responses to the RFQ were reviewed by the Subcommittee and staff to identify a recommended “short list” of qualified consultants. This screening procedure is intended to focus the RFP toward firms that clearly had the ability to perform the requested services. While there may not appear to be a cost to sending an RFP to as many firms as possible, there can be significant time and opportunity costs for both the firms and the City in preparing and reviewing proposals that do not appear to have the full capability of meeting the objectives of the project. However, such firms would have the opportunity to partner with a lead firm making a full project proposal.

The RFQ stated that the consultant for the visioning process needs to possess the following skills:

1. *Process*: Expertise in setting up and managing the overall structure of the project.
2. *Content*: Clear knowledge and 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 are run fairly and efficiently, and helping to articulate the opinions of those unfamiliar with land use and government terminology.

While staff can fill in some service gaps for smaller-scale projects, for a project of this scope and importance, it is critical that the consultant provide a full scope of services. As noted in the RFQ, some tasks could be conducted by sub-consultants, but a lead consultant would need to manage the overall process, which requires a certain amount of expertise and experience. During review of the responses, the Subcommittee and staff noted that several respondents offered individual elements of the requested skill set, but not a complete package. For example, a particular firm might have expertise in either meeting facilitation or land use planning, but not both.

After reviewing the responses with regard to how well the firms addressed the four stated criteria, the Council Subcommittee and staff are recommending that five firms 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

The recommended firms offer a full suite of services related to visioning exercises and have clear experience managing similar projects. Through their related experience, the firms all display an emphasis on broad and inclusive public participation, which is essential for the proposed visioning process. In addition, the firms possess experience working with a range of cities and other governmental entities, indicating an ability to tailor planning processes to the unique goals, character, and challenges faced by any individual client. The recommended firms do not appear to have preferred answers to the questions around corridor and downtown development, such as automatically recommending certain building styles or development intensities. Furthermore, clear direction would be given to the selected consultant that their role is to facilitate the identification of the right vision for Menlo Park, based on this city's values.

Based on past experience, staff believes that an RFP recipient list of five firms is most efficient and manageable. A higher number could result in the time and opportunity costs cited earlier, without necessarily increasing the number of qualified proposals.

### **Review of Vision Plan Proposals and Consultant Selection**

As noted in the draft RFP, the Subcommittee and staff are recommending the formation of a review 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 would 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 would be public meetings at which public comment would be permitted, and copies of the proposals would be made available to interested members of the public.

The goal is for the full Council to accept the recommendation of the review committee, although the Council would have the discretion to make an alternate selection. The Council would accept and consider public comment prior to any consultant selection and funding appropriation actions. Both the review committee and full Council would have the ability to direct that staff negotiate specific modifications to a preferred proposal in consultation with the consultant.

### **Specific Plan RFP**

As noted earlier, the Vision Plan (Phase I) is intended to provide the foundation for subsequent work on a Specific Plan (Phase II). However, the second phase of the overall project would be conducted independently through a new RFP process. During review of the RFQ responses, the Subcommittee and staff noted that the five recommended firms all possess the technical skills required to conduct any subsequent Specific Plan work, but this should not itself indicate that selection of the same consultant for this phase would be guaranteed.

### **Project Newsletter, Web Page, and Speaker Series**

While the above work is proceeding, the Subcommittee and staff are continuing to work on supplemental activities intended to inform and educate the community. The introductory project newsletter is nearing completion, with printing and mailing intended to occur over the next couple of weeks. The newsletter will be 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 will be distributed in City facilities. Future mailings may be sent to a reduced mailing list, after evaluating the process. The initial newsletter will include a return card, soliciting contact information and general thoughts on the El Camino Real and Downtown areas.

All newsletters will also be posted to the project web page, which has been established at the following address:

[http://www.menlopark.org/projects/comdev\\_ecrdowntown.htm](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 subscription list currently consists of 61 email addresses. All newsletter survey respondents who list an email address will be added to this list.

With regard to the educational speaker series, staff has tentatively scheduled two events in late October and early November to present the results of 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. Additional events are being planned, although staff would note that scheduling these sessions has proved something of a challenge. All speaker series events will be noticed through the project email list and other appropriate methods.

### **Overall Timeline**

The overall process is projected to follow the following timeline pending Council approval of the Subcommittee recommendations:

|  |  |
|--|--|
| RFP Issuance   | September 26, 2007                       |
| Deadline for Proposals                                       | October 24, 2007                         |
| Consultant Interviews and Review<br>Committee Recommendation | Early November, 2007                     |
| City Council Discussion and<br>Consultant Selection          | November 13, 2007                        |
| Start of Preliminary Consultant Work                         | Late November or Early<br>December, 2007 |
| Start of Public Events                                       | January 2008                             |
| Completion of Vision Plan                                    | April – June, 2008                       |
| RFP for Specific Plan (Phase II)                             | Summer 2008                              |
| Start of Specific Plan Work                                  | Summer 2008                              |
| Completion of Specific Plan                                  | Spring – Summer 2009                     |

Staff would note that the timeline takes into account the limitations presented by holidays during the coming fall and winter. In particular, while some public events could potentially be held before the end of 2007, the Subcommittee and staff believe that the visioning process is best served by a contiguous series of events in early 2008, with no potential for lost focus or momentum. Keeping the community informed on this important project is considered a high priority.

## **IMPACT ON CITY RESOURCES**

Of the \$25,000 previously authorized for outreach efforts, the City has used approximately \$2,300 to design the initial project newsletter. Newsletter printing costs are estimated at approximately \$4,500, but mailing costs are not yet available. A proposed amendment to the previously-authorized consultant services to analyze previous plans and peer cities (in order to separate the presentation into two separate speaker series events) would cost an additional \$2,500. The remainder of \$15,700 is available for newsletter mailing, speaker fees, and related expenses.

Pursuit of the next steps in the El Camino Real/Downtown Visioning and Planning Process would require both staff resources dedicated to the project, as well as a potential future appropriation from the General Fund Reserve for consultant services and contingencies. Based on experience with similar proposals, such as the Your City/Your Decision outreach efforts, staff estimates that the visioning process (Phase I) would likely cost between \$125,000 and \$200,000.

## **POLICY ISSUES**

The El Camino Real/Downtown Vision Plan is intended to lead into a Specific Plan 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 (Phase II) may require the preparation of an Environmental Impact Report (EIR).

---

Thomas Rogers  
Associate Planner  
Report Author

---

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.

## **ATTACHMENTS**

- A. Draft Request for Proposal (RFP) for El Camino Real/Downtown Vision Plan
- B. Subcommittee Memorandum, dated July 31, 2007
- C. Request for Qualifications (RFQ) for El Camino Real/Downtown Visioning Plan, dated August 13, 2007

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

- Responses to Request for Qualifications (RFQ) for El Camino Real/Downtown Visioning Plan:
  - CirclePoint
  - Design, Community & Environment (DCE)
  - Dyett & Bhatia
  - Freedman Tung & Bottomley
  - Liedstrand Associates
  - Moore Iacofano Goltsman, Inc. (MIG)
  - Peninsula Conflict Resolution Center (PCRC)
  - PMC
  - RRM Design Group
  - Solem & Associates
  - Van Meter Williams Pollack LLP



# Draft 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. 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 complimented 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 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](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 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 some combination of the following elements and 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*: Confidential interviews with key stakeholders, such as: residents, business and property owners, architects, 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.
- *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 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](mailto:throgers@menlopark.org).*

v:\projects\el camino real-downtown plan\rfp-rfq\rfp.doc

To: Menlo Park City Council  
From: Downtown Visioning Subcommittee

Subject: Update  
Date: July 31, 2007

Urgent: Please review immediately in order to allow for an item to be agendaized for next week if needed.

All,

Enclosed is an interim report on our progress and our proposed course of action. We felt that the update warranted more visibility than the standard end-of-a-council-meeting Council member report, but did not necessarily require a full-fledged agendaized item for discussion. In order to continue our momentum, we'd like to take action (as noted below) in the next few weeks, so if you would like to discuss any of this prior to that action, please request adding it to next week's Council agenda so we can act on it before our Council's two week August break.

There are three key items we wanted to bring to your attention:

1. In order to ensure that the Downtown Visioning kick-off meeting is well attended and productive, we've decided to take a few steps of work to prepare in advance of the kick-off itself. In agreement with Council direction relating to the need for an event to get the community engaged early on, additional work is needed to set this up right. Thus the kick-off meeting will be pushed out a bit. We feel that a successful kickoff is critical, and it's worth taking the time to prepare enough to do it well.
2. One preparatory step will be to produce and mail to all residents an outreach flier introducing the visioning project to a wide public audience. The objective of the initial mailer will be three-fold:
  - a. Share some background on the visioning process, objectives, and importance (probably just 1-2 paragraphs and some pictures/maps)
  - b. Solicit some initial open-ended feedback from our residents on what they like and/or dislike about Santa Cruz and El Camino (probably 5-6 total questions).
  - c. Solicit interest in participation in the process and gather contact information/preferences.

We're envisioning a 1-2 sided mailer with some form of tear out, prepaid return sheet for their responses. If possible, we'll also try to collect this info via a web form on the city website.

Unless directed otherwise, we are targeting moving forward with this mailer ASAP, with an expected mailing date prior to the end of August. As the project moves

forward, the mailer is projected to become a regular newsletter, informing the community of progress and soliciting ongoing input.

3. The second item we feel needs to be done prior to the kick-off meeting is to hire a “process consultant” for the Vision Plan process. As the subcommittee has used the preceding weeks to conduct research and speak to practitioners in the field, it has become clearer that many cities that have pursued such plans have used a consultant who specializes in defining and managing the process itself. As noted in a prior council member report, there will be other specialized skill sets for which we’ll most likely also need to contract out including: community outreach, meeting facilitation, and land use/transportation expertise. The process consultant may have some/all of these skill sets in-house, or they may be outsourced to independent firms.

We’re proposing to issue an RFQ (Request for Qualifications) now to solicit general information and background experience from possible process consultants. A draft RFQ is attached for your review. Note that an RFQ is very general and is primarily designed simply to identify the interest, qualifications, and approaches of several candidates. Armed with this information, we will better understand our options and be well-positioned to formulate a specific RFP (Request for Proposal) to select an eventual process consultant. Prior to issuing that RFP, we plan to present a summary of the RFQ responses along with a draft RFP for discussion and public comment at a Council meeting. We will not issue the RFP or select the process consultant prior to this public discussion.

If no changes to the RFQ are needed, we are targeting an issuance by mid-August, with responses due by mid-September. The Council’s review of the RFQ responses and draft RFP would follow shortly thereafter.

The immediate RFQ issuance would be primarily background/administrative in nature, but the subcommittee wanted to give the other Council members an opportunity to comment about it. In the absence of any objections, we will proceed as outlined above. However, if any of you are uncomfortable with the plan outlined above, please request by **noon of Thursday, 8/2** that we add a discussion item to next week’s Council agenda (Aug 7<sup>th</sup>). By way of this memo, we (Rich and John) give our explicit support to your request, if desired, to agendize such an item.

Please note that the current efforts relate only to the Phase I “Vision Plan” process. As currently projected, this process would result in a document that would inform a subsequent Phase II “Specific Plan.” The process and work plan for a Specific Plan would be reviewed and evaluated in detail by the Council at a future date, after the completion of the Phase I efforts.

Thanks for your timely consideration of this matter.

/Downtown Visioning Subcommittee



# Request for Qualifications (RFQ) for El Camino Real/Downtown Visioning Plan

August 13, 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. 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 complimented 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 for these areas. However, work on these two phases will be conducted separately.

The Council has designated Council Members Boyle and Cline as a Council Subcommittee for this project. After considering various options, the Council Subcommittee has elected to post an RFQ (Request for Qualifications) for consulting services related to visioning and public outreach processes. Responses to this RFQ will be used to identify a “short list” of consultants who will be invited to submit full project proposals.

As stated by the Council Subcommittee, the consultant for this effort needs to possess a wide range of skills, either provided in-house or via sub-consultants:

1. *Process*: Expertise in setting up and managing the overall structure.
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.

While this process is taking place, the Council has concurrently 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 presented for public review, and will be available for use by consultants working on future phases of the overall effort.

## **Section 2: Content**

A response to this RFQ should contain the following elements:

### Contact Information

Name, address, and phone number of the consulting firm.

### Statement of Qualifications

The proposal shall include a description of the firm and its qualifications for providing consulting services relating to visioning efforts. Please include information relating to your philosophy and general approaches to such efforts.

### Key Personnel

Names of key personnel, their respective titles, experience, and periods of service with the firm. If existing sub-consultants would likely 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 all relevant background information.

### Fee Schedule

A fee schedule of labor costs, direct costs, and indirect costs.

### 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 3: Submittal Details**

Please submit two (2) bound copies and one (1) unbound copy of your statement of qualifications at your earliest convenience, but no later than September 4, 2007 at 5 p.m. to:

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

### **Section 4: Selection Process**

All responses to this RFQ will be reviewed by the Council Subcommittee and City staff. The Council Subcommittee will recommend to the City Council a "short list" of qualified consultants. The City Council will review this recommendation along with the full list of RFQ responses. After receiving public input, the City Council will make a final determination of which consultants shall be sent the RFP for the visioning effort. In addition, the draft RFP will itself be reviewed and approved by the City Council at that point. That RFP will specify its own review and selection process.

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