



# 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](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](mailto:throgers@menlopark.org).*