



# 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).*