



Request for Proposal for Menlo Park Dumbarton Transit Station Area Specific Plan

July 2008

Section 1: Background

About Menlo Park

The City of Menlo Park is located in San Mateo County, on “The Peninsula”, between San Francisco and Oakland to the north and San Jose to the south. The City enjoys easy access from both US-101 and Interstate 280, as well as a direct connection to the Dumbarton Bridge to the East Bay. 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

In 1988, Measure A was approved by the voters of San Mateo County for the use of a half percent sales tax for transportation improvements as listed in the Transportation Expenditure Plan. The Dumbarton Transit Corridor Project (DTC Project), a project sponsored by several regional transportation agencies, was included in the measure. The DTC Project will extend commuter rail service across the Bay between the Peninsula and the East Bay by rehabilitating and reconstructing rail facilities on the existing railroad alignments and rights-of-way. As part of the DTC Project, a new transit station is proposed in the Menlo Park/East Palo Alto area, generally in the location of the Willow Road crossing and the nearby Hamilton Avenue East/Tyco properties.

In May 2005, the City of Menlo Park learned that the Metropolitan Transportation Commission was soliciting proposals from agencies interested in pilot cycle grant funding under the new Station Area Planning Program. The Station Area Planning Program is intended to encourage communities to undertake comprehensive studies that result in broad-based community support for development that is compatible with and complimentary to transit. The City of Menlo Park seeks to complete a Specific Plan to encourage transit-oriented mixed-use development in and around the Menlo Park Dumbarton Transit Station

area. Toward this end, the City has received grant funding from MTC, as well as the San Mateo County Transportation Authority and has committed City Redevelopment money to develop a transit-oriented plan to coincide with the Dumbarton Rail Service. The Menlo Park City Council recently endorsed the Dumbarton Transit Station Area Specific Plan as a very high priority.

The new Dumbarton Transit Station will likely be located where the existing railroad line crosses Willow Road, near Highway 84 (please see Attachment B, Project Vicinity Map). The existing Dumbarton Rail Corridor will be refurbished and used as the route for the new train service. Dumbarton trains will originate in Union City at a new multi-modal station that will also accommodate Bay Area Rapid Transit (BART), Amtrak's Capital Corridor, the Altamont Express, and East Bay bus services. Dumbarton trains will cross San Francisco Bay, stop in Menlo Park, join the Caltrain main line in Redwood City and continue to the end of the Caltrain line in either San Francisco or Gilroy. The initial service will consist of six trains per day coming from the East Bay to the Peninsula in the morning and six trains returning to the East Bay in the late afternoon. Completion of the project and service start up is scheduled for 2012.

The probable Menlo Park Dumbarton Transit Station location is a prominent gateway, situated at the intersection of Bayfront Expressway (Hwy 84) and Willow Road (SR 114). The Station Area Planning grant will fund an extensive planning process, resulting in an approved EIR, adopted Specific Plan and a transit-oriented development zoning ordinance. The transit station will catalyze redevelopment in the immediate area and will complement the significant investments made by the City/Redevelopment Agency in infrastructure, nearby affordable housing and public parks and facilities.

Through a rigorous review of examples and extensive community engagement, the City desires to retain a consultant to utilize a holistic, multi-disciplinary planning approach to develop a plan for the entire area within a half-mile radius. The plan shall include particular attention to the relationship between the intermodal station and supportive land uses. With considerable housing and employment in the immediate vicinity already, the specific plan will evaluate concentrating uses near the station area and a context-sensitive transition to the existing neighborhood pattern. In addition, it will ensure that the plan reflects "best practices" of other communities in planning transit-oriented developments that effectively capitalize on existing employment centers and the complementary development of housing and additional job generating uses that would serve to support commuter transit. A detailed plan along with tailored zoning regulations will guide a collaborative public-private marketing effort.

The programmatic EIR coupled with the fiscal impact analysis, specific plan and zoning will ensure that the mixed-use, transit-oriented village can be developed contemporaneously with the construction of the Dumbarton Transit Station facilities. The precise plan and environmental review will be context-specific in order to determine how best to develop higher densities in the station area and effectively and sensitively transition to the adjacent residential area. This is an ideal opportunity to do state-of-the-art planning that will serve as a model for other transit hubs. As important, the community engagement process will result in a plan that is beneficial to residents and riders, is broadly supported and effectively addresses environmental, economic and social justice issues that often impact lower income neighborhoods in close proximity to rail service corridors.

Section 2: Scope of Work

The output of this project will be a programmatic EIR, fiscal impact analysis, specific plan and transit-oriented zoning ordinance for the Dumbarton Transit Station planning area. Attachment A is a scope of work that outlines the major work tasks and “deliverables” comprising this effort. **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 public outreach and participation 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 process.

- *Kick-Off Event:* Initial meeting to educate and energize community members about the Specific Plan 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 specific plan 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:* Regular 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.
- *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:* 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 attached scope of work should serve as a basis for any proposal. The consultant shall have the discretion to edit and/or add items to the work plan in order to meet the project's objectives. City staff will assist with any consultant-led process. A contract planner has been retained by the City as an extension of City staff to oversee the consultant's work, consistent with the terms of the City's contract.

Section 3: Proposal Content

Cover Letter

Please begin with a letter introducing your firm and summarizing your approach to completing the requested EIR, specific plan and zoning ordinance. This section should indicate the length of time for which the proposal is effective (minimum of 60 days).

Work Program

As discussed above, please provide a detailed plan for the services to be provided. Identify all tasks and work products.

Schedule

The proposal shall include a preliminary project schedule that identifies milestones and completion dates by task from the beginning through certification of the Final EIR and adoption of the specific plan and the transit-oriented development zoning ordinance.

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.

It should be noted that the scope of work provided as Attachment A includes a budget based on the grant funding received from MTC and the San Mateo County Transportation Authority. The proposal should consider the budget included in the scope of work but should not be limited by the budget. The proposed budget should reflect the funding necessary to fulfill the requirements of the project.

Qualifications

The proposal shall include a description of the firm and all subconsultant firms and qualifications for providing professional planning consulting services. Include descriptions of similar projects undertaken within the last five years.

Section 4: Selection Process

Please submit four (4) bound copies and one (1) unbound copy of your proposal at your

earliest convenience, but no later than Thursday, July 31, 2008 at 5 p.m. to:

Diane Henderson, Contract Planner
Community Development Department
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

City staff will review the submittals and recommend the most qualified and cost effective consultant team for consideration by the City Council. The selection process may include an oral interview if the City deems it necessary. The City would like to enter into a contract with the consultant team in September 2008.

Section 5: Enclosures

- A. Menlo Park Dumbarton Transit Station Area Specific Plan Scope of Work, February 2008
- B. Project Vicinity Map

If you have any questions during the preparation of your Proposal, please contact Diane Henderson, Contract Planner, by phone at (415) 457-0525 or by email at dmhplanner@sbcglobal.net.

MENLO PARK DUMBARTON RAIL STATION AREA SPECIFIC PLAN SCOPE OF WORK

February 2008

Background

The City of Menlo Park, with the support of the San Mateo County Transportation Authority (TA), SamTrans and Caltrain, submitted an application for and received Metropolitan Transportation Commission (MTC) funding under the Station Area Planning Grant Program, Pilot Cycle 1, FY05-06, for the *Menlo Park Dumbarton Transit Station Area Specific Plan*. The City has also received a supplemental funding commitment from the TA as well as committing programmed funding from the City's Redevelopment Agency. The City believes that this proposal represents a unique opportunity to comprehensively plan for a new start-up commuter transit service.

The Menlo Park Dumbarton Transit Station is situated at a prominent gateway: the intersection of Bayfront Expressway (Hwy 84) and Willow Road (SR 114). The City's Community Development (Redevelopment) Agency has acquired strategic parcels in proximity to the station site and is working with AMB Property Corporation, an adjacent property owner to the proposed station location, in efforts to master plan its 55 acre site.

The adjoining Belle Haven neighborhood is comprised of lower income families of primarily Latino and African American lineage. Residents will benefit from convenient, walk-to mass transit service to connect to jobs along the Dumbarton-Caltrain corridor. Plans will include implementation of the adopted Bicycle Master Plan and links to the Bay Trail and Bayfront Park, as well as employment centers and residential neighborhoods in eastern Menlo Park and East Palo Alto.

Pressures to develop housing and commercial space in the vicinity continue as developers anticipate the advantages of locations close to the future Dumbarton Transit station. A detailed plan along with tailored zoning regulations will guide a collaborative public-private marketing (Request for Qualifications/Proposals) effort to select a master developer. With only a handful of major property owners in the immediate vicinity of the station site, coordination and cooperation is more straightforward.

The Station Area Planning grant will fund an extensive planning process, resulting in an adopted Specific Plan and related General Plan and Zoning Ordinance amendments, and an approved Environmental Impact Report (EIR). The transit station will catalyze redevelopment in the immediate area and will complement the significant investments made by the City/Agency in infrastructure, nearby affordable housing and public parks and facilities. The programmatic EIR coupled with the Specific Plan ensures that the mixed-use, transit-oriented village can be developed contemporaneously with the construction of the Dumbarton transit station facilities.

The City will report progress to both the Dumbarton Rail Corridor Policy Advisory Committee and the Technical Advisory Committee, in addition to any Dumbarton Rail Corridor working group that may be formed to address the implementation of MTC's Transit-Oriented Development (TOD) policy. The City will also provide updates for the Station Area planning grant to MTC, ABAG and the regional Joint Policy Committee as needed.

Scope of Work

The City of Menlo Park will develop a Station Area Specific Plan by analyzing the overall project area with respect to access and circulation, evaluating existing and alternative land uses, preparing environmental assessments and a comprehensive specific plan, and developing design guidelines and zoning regulations to encourage TOD in and around the Menlo Park Dumbarton Transit Rail Station area.

Through a rigorous review of examples and extensive community engagement, a plan for the entire area within a one-half mile radius will be developed, with particular attention to the relationship between the start-up inter-modal station and supportive land uses. With considerable housing and employment in the immediate vicinity already, the specific plan will evaluate concentrating uses close to the station area and a context-sensitive transition to the existing neighborhood pattern.

The primary objectives to be accomplished as part of the Station Area planning process are to:

- Facilitate informed community dialogue amongst the diverse stakeholders in order to obtain input into the specific land use planning for the entire area surrounding the station location as well as the redevelopment of the immediate area adjacent to the Menlo Park Dumbarton Transit Station;
- Utilize extensive outreach to educate the public about the specific plan and environmental review process and transit-oriented village concepts, including a broad-based understanding of the specific community benefits of TOD;
- Establish a planning framework, process and specific plans necessary as a prerequisite for successful transit-oriented development, and effectively integrate the transit station into the existing adjacent residential and commercial neighborhoods, with strong connections to employment centers; and
- Prepare and adopt a Station Area Specific Plan that attracts private investment, creates a livable, walkable community and, ultimately, results in strong transit ridership demand.

Public Outreach

Menlo Park will conduct extensive public outreach and convene workshops at key milestones for the community to constructively participate in the selection of preferred concepts and plans. An essential element of success of the proposed plan will be the City's ability to engage the community to accomplish the following:

- Develop a shared vision for the area that includes defining opportunities for TOD

- to support and directly benefit the neighborhood;
- Educate residents and employers on the concepts of TOD, specific planning and the environmental review process, and provide examples of successful mixed-use TOD. These forums may involve representatives from transit agencies or other communities that have firsthand experience with successful TODs;
 - Assess acceptable development alternatives/scenarios to be evaluated in the EIR; and
 - Synthesize concepts until consensus is reached and proceed with further review and approval of the preferred development strategy.

Work Tasks and Deliverables

Task 1: Brownfields Redevelopment Assessment

Some properties within the planned station area have known environmental contamination as a result of historic light industrial use adjacent to the existing railway line. Other properties may have levels of contamination that are as yet unidentified. This phase of the study would conduct preliminary assessments within the area and examine the environmental assessments and remediation plans that have been prepared to date in order to ascertain the technical and financial feasibility of expanded land use options.

Deliverable #1a: Brownfields Investigation and Land Use Alternatives Analysis

Task 2: Land Use Alternatives Analysis

The City's consultant will evaluate existing data to create an accurate assessment of current land use types and densities and analyze a range of feasible alternatives for new jobs, retail and housing and accompanying densities, including a higher density scenario that would provide additional housing units in the range of the adopted MTC threshold for commuter transit stations. The consultant will prepare a map of the proposed project area depicting the existing conditions. The map will show streets, buildings, parking areas, bike paths and trails and public facilities. The consultant will assemble the existing data, map of existing conditions, and land use analysis into an Existing Conditions and Land Use Alternatives Analysis Report.

After the establishment of the existing conditions base map and land use alternatives analysis, the City will conduct Community Workshop #1. The Community Workshop will serve as a forum for staff and the consultant to review the land use alternatives, educate the public on concepts of TOD, specific plans and the environmental review process, and to provide examples of successful TOD projects. This forum may include individuals from the development community or transit agencies who have been involved in the successful development of transit villages.

Deliverable #2a: Existing Conditions and Land Use Alternatives Analysis Report

Deliverable #2b: Workshop #1 Meeting Summary

Task 3: Market Demand Analysis

The City's consultant will prepare a preliminary report on the market demand for TOD in the station area. The demand analysis will examine both residential and employment demand, and will examine in detail the financial feasibility of affordable housing in particular.

Deliverable #3: Market Demand Analysis

Task 4: Parking Demand Study

The City, through its consultant, will conduct a parking demand analysis for the station area. The study will include:

- Anticipated residential parking demand;
- Anticipated employment/commercial parking demand;
- Potential for shared parking in station area;
- Potential for priced parking in station area;
- Recommended TOD parking ratios for residential and commercial projects; and
- Feasibility of establishing parking maximum ratios and abolishing minimum parking ratios.

The City, through its consultant, will conduct a workshop during the development of this deliverable to seek public input.

Deliverable #4a: Parking Demand Analysis and Potential TOD Parking Policies

Deliverable #4b: Workshop #2 Meeting Summary

Task 5: Station Access and Circulation Plans and Design Standards

The City will closely coordinate its efforts with those of the Dumbarton Rail project study already underway, as well as use Caltrain's adopted Transit-Oriented Development Guidelines and available Caltrans, SamTrans, Transportation Authority and/or City/County Association of Governments (C/CAG, the San Mateo County congestion management agency) station area planning guidelines and staff to develop a station access strategy for the station area.

The station area is ideally located near the intersection of Bayfront Expressway and Willow Road. Access points to Willow Road will be studied, as will circulation alternatives in order to provide inter-modal access to the planned Dumbarton Rail station area. Special attention will be paid to the area immediately adjacent to the station complex in terms of pedestrian and bicycle access, and taxi and jitney shuttle service to nearby employment centers. Also, links and upgrades to the existing pedestrian undercrossing to the Sun Microsystems campus and the Bay Trail connection will be examined as a part of an integrated, multimodal transportation network strategy. Pedestrian-oriented design standards for the station area will incorporate such standards as smaller block sizes, wider sidewalks, street trees,

pedestrian-focused lighting, minimal setbacks and driveway cuts, and visible pedestrian crossings.

The consultant will develop a proposal for the development of a form-based code that would guide the land use and design standards for the station area.

The access needs of people with disabilities and the requirements under the Americans with Disabilities Act will also be carefully examined in the development of the design standards.

The City, through its consultant, will conduct a workshop during the development of this deliverable to seek public input.

Deliverable #5a: Station Access and Circulation Plan and Design Standards

Deliverable #5b: Workshop #3 Meeting Summary

Task 6: Development of the Draft Station Area Specific Plan, Fiscal Impact Analysis and Draft Environmental Impact Report

The City will develop a Draft Station Area Specific Plan, with options, for public review. Following public review, the City will develop a revised draft version of the Station Area Specific Plan, if necessary. The Draft Station Area Specific Plan will encompass findings and incorporate Tasks 1-5, and reflect the required elements as identified under the project overview section.

The Draft Station Area Specific Plan shall, at a minimum, include the following elements:

1. Goals and implementation measures for the Plan;
2. Description of Planning Process - Description of the public involvement process used to engage community stakeholders and members of the public;
3. Land Use Section - Description of anticipated increase in new housing units, affordable housing, jobs and mix of other uses within a half-mile radius of the Menlo Park station;
4. Station Access and Circulation Section - Address pedestrian, transit, auto, and bicycle access to the Menlo Park station. Estimate of the number of transit riders from within the station area accessing the transit station by non-motorized modes;
5. Parking Section - Address innovative parking management policies and strategies;
6. Pedestrian Design - Incorporate design policies and standards that will promote walkability and livability of the station area; and
7. Implementation Section - Describe local commitment to formally adopting and implementing the Station Area Specific Plan.

Following preparation of the Draft Station Area Specific Plan, a Fiscal Impact Analysis will be prepared to assess the projected revenues to the City and other agencies

derived from the project and the costs for providing services to the project over a 20-year period in a net annual and on a cumulative basis. Additionally, the Fiscal Impact Analysis will establish a baseline of current revenue generation from the project area and surrounding areas and evaluate the potential impacts of the proposal on that revenue generation.

Simultaneous with the preparation of the Fiscal Impact Analysis, a Draft Environmental Impact Report will be prepared to assess the environmental impacts of the Draft Station Area Specific Plan.

The City will conduct a Workshop following preparation of the Draft Station Area Specific Plan, Fiscal Impact Analysis and Draft Environmental Impact Report and prior to the development of the Final Station Area Specific Plan, related General Plan and Zoning Ordinance amendments and Final Environmental Impact Report.

Deliverable #6a: Draft Station Area Specific Plan, Fiscal Impact Analysis and DEIR

Deliverable #6b: Workshop #4 Meeting Summary

Task 7: Adoption of the Final Station Area Specific Plan, Related General Plan and Zoning Ordinance Amendments and Final Environmental Impact Report

Ultimately, this set of tasks leads to the adoption of a Station Area Specific Plan, General Plan and Zoning Ordinance amendments necessary to implement the Plan, and the approval of a programmatic Final Environmental Impact Report (FEIR) such that it positions the City to market the redevelopment of the station area. The Zoning Ordinance amendments will incorporate concepts of form-based zoning, including detailed prescriptions of physical form related to standards for building envelopes, architecture and streets, in a well illustrated, clear plan.

7.1 Planning Commission Hearing on Final Station Area Specific Plan, General Plan and Zoning Ordinance amendments and the FEIR

The Final Station Area Specific Plan, General Plan and Zoning Ordinance amendments and FEIR will be presented for a recommendation to the City Council at a hearing before the Planning Commission.

7.2 City Council Hearing on Final Station Area Specific Plan, General Plan and Zoning Ordinance amendments and FEIR

The Final Station Area Specific Plan, General Plan and Zoning Ordinance amendments and FEIR will be presented at a public hearing before the City Council.

7.3 City Council approval of Final Station Area Specific Plan, General Plan and Zoning Ordinance Amendments and FEIR

Consultant shall make any final revisions or modifications to the Station Area Specific Plan, General Plan and Zoning Ordinance amendments and FEIR,

prepare a camera-ready copy and coordinate printing of the documents. After approval, the City shall provide MTC with four-color copies of the adopted Station Area Specific Plan.

Deliverable #7a: Final Station Area Specific Plan and General Plan and Zoning Ordinance amendments as adopted by City Council

Deliverable #7b: Final Environmental Impact Report as adopted by City Council

Summary

The Menlo Park City Council, acting as the Board of Directors of the Community Development Agency, identified the “East Hamilton Avenue Area” redevelopment opportunity as a top priority months before the announcement of the Station Area Planning Grant Program and has since identified the Dumbarton Transit Station Specific Plan as a top priority. MTC and TA funding, combined with programmed Agency funding, will ensure a holistic, multidisciplinary planning approach. In addition, it will ensure that the plan reflects “best practices” of other communities in planning transit-oriented developments that effectively capitalize on existing employment centers and the complementary development of housing and additional job generating uses that would serve to support commuter transit.

The specific plan and environmental review will be context-specific in order to determine how best to develop higher densities in the station area and effectively and sensitively transition to the adjacent residential area. This is an ideal opportunity to do state-of-the-art planning that will serve as a model for other transit hubs. As important, the community engagement process will result in a plan that is beneficial to residents and riders, is broadly supported and effectively addresses environmental, economic and social justice issues that often impact lower income neighborhoods in close proximity to transit service corridors.

**MENLO PARK DUMBARTON TRANSIT STATION
PROJECT BUDGET AND SCHEDULE**

The following table provides the project budget by deliverable, including the local match to be provided by the City of Menlo Park:

Task	Deliverables	Total Cost	MTC Grant	TA Grant	City Match	Completion Date
1	Brownfields “Best Practices”	\$25,000	\$10,000		\$15,000	December 2008
2	Land Use Alternatives	\$75,000	\$35,000		\$40,000	December 2008
3	Market Demand Study	\$25,000	\$10,000		\$15,000	March 2009
4	Parking Demand Study	\$25,000	\$10,000	\$15,000		June 2009
5	Access and Circulation Study	\$75,000	\$35,000	\$40,000		June 2009
6	Draft Station Area Specific Plan, Fiscal Impact Analysis and DEIR	\$235,000	\$90,000	\$20,000	\$150,000	September 2010
7	Final Station Area Specific Plan, General Plan and Zoning Ordinance Amendments and FEIR	\$100,000	\$35,000		\$40,000	December 2010
	TOTAL	\$525,000	\$225,000	\$75,000	\$260,000	

V:/projects/Dumbarton Station Area Specific Plan/February 2008 – Draft Scope of Work – Revised - Alternative

CITY OF MENLO PARK
DUMBARTON RAIL STATION AREA

1 inch equals 415 feet
12/18/07

