

CITY OF SANTA CLARA

REQUEST FOR PROPOSALS

HOUSING & GENERAL PLAN LAND USE UPDATE 2015



Deadline for Submission: January 31, 2014

Date: December 20, 2013

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INTRODUCTION

The City of Santa Clara is requesting written proposals from qualified consultants to prepare an update to the City of Santa Clara Housing and General Plan Land Use Update for the 2015-2022 planning period. The selected consultant will review the existing Housing and Land Use Elements and will revise the document to reflect current conditions, City policies, and methods to meet the housing requirements mandated by the State of California Department of Housing and Community Development (HCD). Emphasis will be placed on developing a clear, concise, and legally defensible Housing Element that meets the varied housing needs of the community.

PROJECT DESCRIPTION

The City's Housing Element was revised in 2010 and certified by the State HCD in February 2012 and is in compliance with State Housing Element Law.

The City is seeking a qualified consultant with experience in the preparation of its Housing and General Plan Land Use Elements to achieve certification by HCD no later than December 2014. Rather than seeking a comprehensive update to the General Plan, the project will modify the existing adopted 2010-2035 City of Santa Clara General Plan through the adoption of housing and land use policies for 2015. The project will rely on a land use steering committee to provide assistance in outlining the desired land use policies beginning in 2015.

SCOPE OF WORK

Under the direction of the Director of Planning & Inspection and City Planner, the selected consultant shall provide the following services:

A. General Plan Land Use

1. Preparation and management of the 2015 General Plan Land Use Element update. The update includes the following tasks:
 - a. Correlating all changes with the revised 2015 Housing Element policies;
 - b. Update of the General Plan Land Use Element text to eliminate obsolete and/or updated information;

- c. Managing any Land Use or policy updates resulting from the land use steering committee;
- d. Corrections and amendments to the Land Use Map and related data;
- e. Reporting on the status and progress of the implementing programs in the General Plan;
- f. Reporting on the status and progress of growth since the 2010-2035 General Plan adoption;
- g. Revising the 2010-2035 General Plan for all legislative or legal updates since its adoption; and,
- h. The program for this update does not include traffic modeling or analysis of traffic capacity.

B. Housing Element

1. Develop a time line schedule with milestones for certification of the Housing Element by the State HCD by or before December 2014. The schedule shall include time lines for response to HCD review and HCD certification of the Housing Element Update and City staff review times.
2. Review the City's current 2009-2014 Housing and General Plan Land Use Elements.
3. Assess the feasibility of the City to use HCD's new streamlined update process, according to HCD's Housing Element Update Guidance document.
4. Conduct an appropriate community outreach program which may include the preparation of handouts and media for posting on the City's website, as well as conducting public workshops in compliance with State law. The community outreach program shall include a land use steering committee that shall meet once per month for the entire project schedule.
5. Update sections of the City's Housing and Land Use Elements in compliance with HCD guidelines and State law, including all tables, maps, etc.
6. Prepare and submit one (1) reproducible copy and one (1) electronic copy in Microsoft Word format and one (1) Adobe Portable Document Format (PDF) of the Administrative Draft Housing Element for City staff to review and comment upon in accordance with the project's schedule.
7. Revise the Administrative Draft Housing and Administrative Draft Land Use Elements to incorporate staff's comments and submit one (1) reproducible copy, one (1) electronic copy in Microsoft Word format, and one (1) electronic copy in Adobe Portable Document Format (PDF) of the Draft Housing Element and Draft Land Use Element to the Community Development Department for City staff distribution to HCD, the City Council, the Planning Commission, and the general public for review and comment.
8. Prepare, post, and file the appropriate environmental documents for compliance with the California Environmental Quality Act (CEQA), including the Notice of Intent to Adopt a (Mitigated) Negative Declaration, Initial Study, Response to

Comments, Mitigation Measures, Mitigation Monitoring Program, and Notice of Completion to be filed with the Santa Clara County Clerk.

9. Prepare addendum and revisions to draft documents both in response to City input and comments from HCD, including tracking of said revisions.
10. Prepare Final Draft Updated Housing Element in response to comments from HCD, responsible agencies, City staff, the Planning Commission, City Council, and the public. Upon determination of compliance by HCD of the Final Draft Housing Element and Draft Land Use Element, the consultant will submit thirty (30) bound copies, one (1) electronic copy in Microsoft Word format, and one (1) electronic copy in Adobe Portable Document Format (PDF) of the Final Draft Housing Element and Final Draft Land Use Element (2015-2025) for distribution to the Planning Commission and the City Council for final adoption at corresponding public hearings.
11. Attend, present, and participate in Planning Commission meetings, City Council meetings, land use steering committee meetings, informational workshops or study session meetings, City staff meetings, and public hearings as required by the City.
12. Prepare public meeting presentation materials, memos, letters, and other documents as required by City staff.
13. Provide regular e-mail progress reports to the City Planner and Project Planner.
14. Assist in the preparation of staff reports and exhibits for the Planning Commission and the City Council.
15. Provide and maintain an Internet-based folder for all project materials accessible to City staff and consultants.
16. Coordinate with City staff and HCD staff as necessary.
17. Upon adoption of the Final Draft Housing Element and Final Draft General Plan Land Use Element 2015 by the City Council, the consultant will prepare a final adopted version with the date of adoption prominently displayed on the front cover and throughout the document to distinguish it as the official document from other versions of the Housing Element and Land Use Element. The consultant shall provide thirty (30) bound copies, one (1) electronic copy in Microsoft Word format, and one (1) electronic copy in Adobe Portable Document Format (PDF) of the adopted Housing Element and Land Use Element for distribution to HCD, City departments, and other stakeholders.
18. The consultant shall assist the City in achieving State certification of the Housing Element after adoption by the City Council and shall perform all tasks necessary to obtain HCD certification.

DELIVERABLES

All written documents shall be prepared and completed in Microsoft Word format and/or Excel format. A complete set of all documents shall be submitted in a digitized format, on a universally accessible storage medium (CD or USB flash drive) and shall be

compatible with the City's computer hardware and software. Electronic copies of all exhibits, including maps, charts, and tables, shall be provided to the City. Deliverables include:

1. Project schedule.
2. Housing Element Update outline (include Streamline Update process if applicable).
3. CEQA notices and all applicable environmental documents (including CEQA technical studies if needed) pursuant to CEQA.
4. Draft environmental document (thirty (30) hard copies, one (1) reproducible copy, and one (1) electronic copy).
5. Administrative draft of the Housing and General Plan Land Use Update 2015.
6. Public review draft of the Housing and General Plan Land Use Update 2015 (fifteen (15) hard copies, one (1) reproducible copy, and one (1) electronic copy).
7. Summary notes and comprehensive list of all recommended changes to the public review draft (redline version to be submitted to City staff).
8. Submittal of Public Review Draft Housing Element to HCD with cover letter.
9. Final draft of the Housing and General Plan Land Use Update 2015 for distribution to Planning Commission (fifteen (15) hard copies, one (1) reproducible copy, and one (1) electronic copy).
10. Final draft of the Housing and General Plan Land Use Update 2015 for distribution to City Council (fifteen (15) hard copies, one (1) reproducible copy, and one (1) electronic copy).
11. Final adopted version of the Housing and General Plan Land Use Update 2015 (fifteen (15) bound copies, one (1) reproducible copy, and one (1) electronic copy in Adobe Portable Document Format (PDF) for distribution to HCD, City departments, and other stakeholders).

PROPOSAL REQUIREMENTS

The proposal shall include the following information:

1. Letter of transmittal, signed by the individual authorized to bind the proposing entity.
2. General information about the consultant (i.e., company size, locations of office(s), years in business).
3. Identification of primary project managers, alternate project managers, and other key project team members who may be involved in the preparation of the Housing Element and Land Use Element Update. Provide qualifications of key staff members and indicate any experience with preparing Housing and/or Land Use Elements, environmental documents, or preparing written responses to HCD. Include a list of subcontractors who will be hired by the consultant if applicable.

Indicate the percentage of involvement that all team members would have in performing the scope of services.

4. A list of references of at least three (3) city governments, or municipalities in California with whom the consultant has prepared an HCD-certified Housing Element or Housing Element Update during the last Housing Element cycle. Each reference shall include organization name, contact person, title, telephone number, services performed, and the date that the Housing Element was certified by HCD.
5. Detailed description of services to be provided to complete the Housing Element Update. Please specifically address the tasks listed in the Scope of Work section above. Other considerations may be included in addition to the proposed Scope of Work.
6. Detailed project schedule showing beginning and end dates for each task to ensure completion and submittal of document to the State HCD on or before December 2014 and the overall project. Indicate which members of the project team will be responsible for the various tasks and attendance at meetings.
7. Consultant's estimated fee to perform the requested services, including the cost for attendance at meetings, mileage, and projected reproduction costs. Proposal must include "total, not to exceed costs," including a ten percent (10%) contingency. The estimated fee should be accompanied by a list of the hourly rates for each member of the project team, including clerical staff, and expected subcontractor rates.
8. Any additional information deemed appropriate by the consultant.

SELECTION PROCESS

Evaluation of the proposals will be based upon a competitive selection process. City staff will evaluate each proposal received by the deadline of January 31, 2014 based on the following criteria:

1. Qualifications, background, and prior experience of the consultant team in preparing Housing Elements.
2. Project schedule and understanding of time frames for completion of all tasks.
3. Technical approach and understanding of the work to be performed.
4. Cost of services to be performed as compared with level of effort to be expended.
5. References.
6. Consultant understands the City of Santa Clara's housing and land use issues.
7. Completeness of submittal proposal.

Issuance of the Request for Proposals (RFP) and receipt of proposals does not commit the City to award a contract or to pay costs incurred in the preparation of a response to this RFP. All submittal requirements listed in this RFP must be fulfilled and complete; any omissions must be identified and explained; otherwise, the submittal will be rejected. The lowest-cost proposal will not necessarily be selected. The City reserves the right to accept or reject any or all proposals received in response to this RFP and to

select the proposal that best meets the City's needs. Following receipt of qualified RFPs, the City may schedule interviews with the most qualified firms. The services to be provided shall be in accordance with a consultant contract which will be approved by the City Council. City staff will provide a recommendation to the City Council for final consultant selection.

AVAILABILITY OF BACKGROUND INFORMATION

Links to the City's General Plan, 2010-2015 Housing Element, Land Use Element and Municipal Code are included on the City of Santa Clara's website at www.santaclaraca.gov under Planning & Inspection.

PROPOSAL SUBMITTALS

Proposals are due by **5:00 p.m. on Friday, January 31, 2014**. Late submittals or electronically transmitted copies are not accepted. Respondents are asked to submit five (5) copies of their proposal to:

Shaun Lacey, AICP
City of Santa Clara
Department of Planning & Inspection
1500 Warburton Avenue
Santa Clara, CA 95050

Questions regarding this RFP should be e-mailed to slacey@santaclaraca.gov. Questions and responses may be made available to all potential bidders.