

City of Los Altos Community Development Department
One North San Antonio Road
Los Altos, California 94022-3087

REQUEST FOR PROPOSALS
for
PLANNING CONSULTANT SERVICES FOR DEVELOPMENT
OF A VISION FOR DOWNTOWN LOS ALTOS

Issuing Entity: City of Los Altos
One North San Antonio Road
Los Altos, CA 94022

Contact: Questions regarding this solicitation should be directed to:
Jon Biggs, Community Development Director
(650) 947.2635
jbiggs@losaltosca.gov

Due Date: Proposals (7 copies) must be received no later than 4:00 P.M. on Friday,
July 29th, 2016.

REQUEST FOR PROPOSAL
PLANNING CONSULTANT SERVICES FOR DEVELOPMENT
OF A VISION FOR DOWNTOWN LOS ALTOS

The City of Los Altos is requesting proposals from highly qualified consulting firms to provide professional services for the **“Los Altos Downtown Vision”** project. Your firm is invited to submit a proposal for your services, together with other required information listed in the attached Request for Proposal.

All proposals will be compared on the basis of understanding the scope of work to be performed, methods and procedures to be used, management, personnel and experience, and consultation and coordination with the City of Los Altos. Only those proposals submitted in accordance with the Request for Proposals and certified by an authorized company officer will be considered.

Proposals will be received at the office of the City Clerk at City Hall, City of Los Altos, until 4:00 p.m., Friday, July 29th, 2016. The proposal requirements found on pages 6-8 of this package must be completed. Proposals shall be submitted in an envelope and clearly marked **“Los Altos Downtown Vision”** project. Please include your fee schedule in a separate sealed envelope. Additional proposal packages and specifications may be obtained from the Community Development Department, One North San Antonio Road, Los Altos, CA 94022 or by calling (650) 947-2750. For questions regarding the proposal please call Jon Biggs at (650) 947-2635.

Jon Biggs
Community Development Director

Date

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I. GENERAL PROJECT DESCRIPTION

A Goal of the City Council is the completion of a Downtown Plan and an initial step towards achieving this goal is a visioning process. This visioning effort will be focused on identifying the community's desired level of downtown economic vibrancy, what type and intensity of development is required to achieve that, and the related consequences/impacts. Three to four scenarios need to be developed for presentation and feedback opportunities to ensure broad community support. The results of this visioning project will determine the appropriate next steps for the development of a Downtown Plan and may serve as the basis for updates to the Los Altos General Plan.

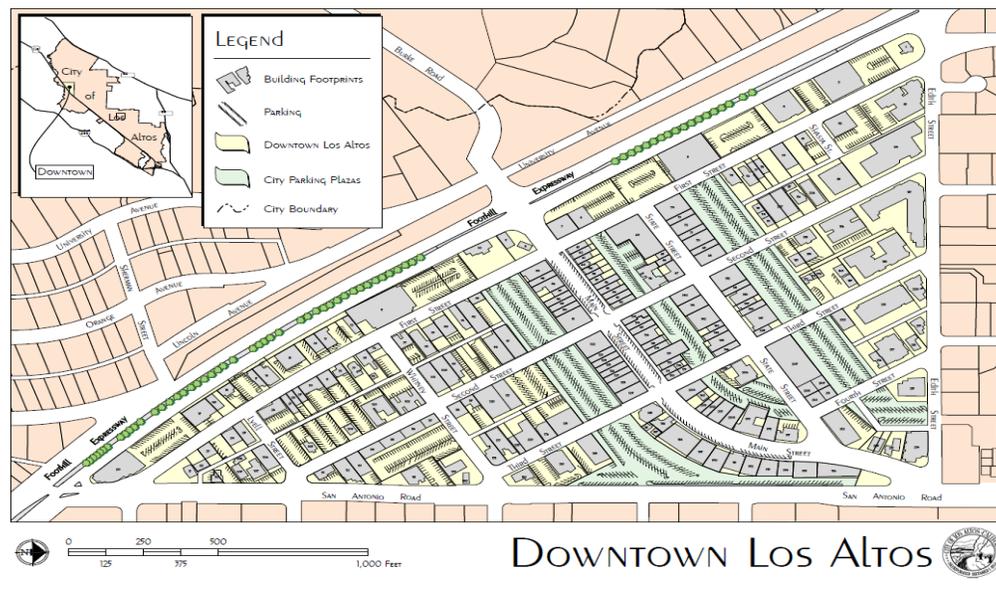
The City of Los Altos is seeking proposals from highly qualified consulting firms to assist the community in developing a vision for its Downtown. Those submitting proposals will be expected to demonstrate a unique and proactive approach to engaging the community in the development of the Downtown Vision. The City is seeking a process that will include a variety of methods for soliciting community input. These include but are not limited to public workshops, stakeholder interviews, social media outreach and participation efforts, community preference surveys and a variety of other outreach and engagement methods that the consultant has successfully used and will allow a broad range of community participation opportunities. Opportunities to train and inform the community in the variety of ways to participate in the process will be key in the development of a Downtown Vision that has broad community support.

The City seeks a Consultant that has extensive experience in facilitating public meetings, developing a vision and goals based on input provided at those meetings, and compiling a vision that will guide future courses of action and land use decision for the Downtown Core. The City will look at past planning efforts by Consultants for examples of successful outcomes and Consultants are encouraged to provide a list of successful projects. The selected consultant will work closely with the City's Community Development Department and there will be some overlap between staff duties and consultant duties.

II. PROJECT AREA

The project area is the Los Altos Downtown Core, which is the important commercial center of the City and is located directly across San Antonio Road from the Civic Center Complex and the Community Center. The area is roughly bounded on the west by Foothill Expressway, on east by North San Antonio Road and at the North by Edith Street. These Streets form a Triangle within which the Downtown is located.

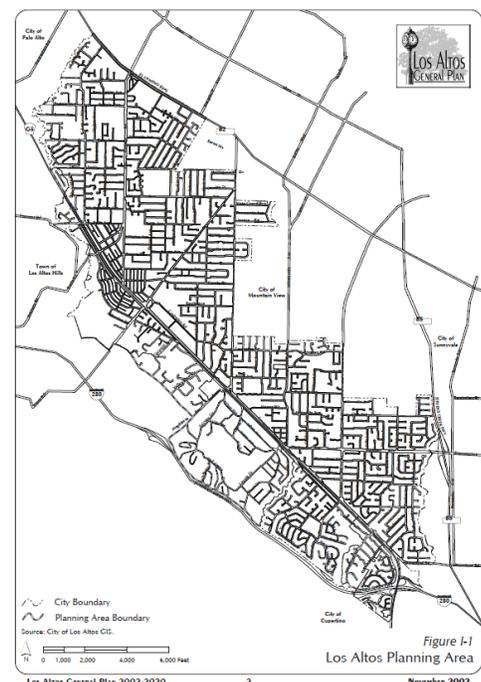
The following map of the Downtown Core is generally depicts the Los Altos Downtown and the planning area this project.



III. BACKGROUND

The City of Los Altos is a full service, general law city. It is located in Santa Clara County in the heart of the Silicon Valley. It has a population of approximately 29,792 persons based on data in the adopted Housing Element of the General Plan. The City operates under a Council-Manager form of government.

The City of Los Altos can trace its roots back to agriculture and began in 1907 with the creation of the town plan centered around the Southern Pacific Railway Station in what is now the Downtown. Several commercial buildings were developed prior to 1940, surrounded by residential uses, ranches, and agriculture.



Most of the land within the City's existing boundaries was developed in the two decades following City incorporation in 1952.

The Vision for the Future of Los Altos found in the City's General Plan is an expression of what the City of Los Altos wants to maintain or become over the next two decades:

In the year 2020, the City of Los Altos continues to support a community-focused lifestyle for its residents, promoted and celebrated through neighborhood and community activities and involvement. The small town atmosphere, enhanced by the village character of the Downtown and other neighborhood commercial centers, also contributes to this friendly community spirit.

New development and redevelopment is compatible with and sensitive to the existing community. New development reflects the existing small town, semi-rural character of the community with its Downtown commercial area and wooded, quiet, low density residential neighborhoods. People feel safe in their neighborhoods, commercial districts, and schools. In addition, the quality of the City's environmental, open space, and scenic resources is preserved and enhanced. Recreational opportunities are available to meet the needs of all members of the community.

The local circulation system meets the needs of the community while slowing and reducing the amount of traffic in residential neighborhoods and near schools. Within this circulation system, pedestrians and cyclists are able to travel safely and quickly throughout the community.

Appropriate commercial and office uses locate and thrive, providing fiscal stability to the City and a revenue source to finance community improvements. These beneficial businesses operate in harmony with surrounding residential neighborhoods and contribute to the small town atmosphere. Downtown is the city center for traditional events and festivals that serve the entire Los Altos community. Downtown provides goods and services, restaurants, and entertainment for all age groups in our community. The town is active in the evenings as well as during the weekdays and weekends. The streets and sidewalks are clean, and landscaping is attractive. The competition to locate retail businesses Downtown is keen.

Other assets, such as the high quality of the local education system, as well as the City's agricultural past with its historic buildings and remaining orchards, are important to the community. Existing development is well maintained so that Los Altos remains an attractive and enjoyable place to live, work, and play.

Downtown Los Altos represents the heart of the City. It includes all properties located between Edith Street, Foothill Expressway, and San Antonio Road. Development consists of one, two and three story buildings on small lots. Although some on-street parking is available, most parking in the area is contained within City-owned and operated parking plazas. The Downtown area offers opportunities for broader use, coordinated development, and a mix of commercial and residential uses that have the potential to enhance its vibrancy and create a stable economic district that will continue to be productive even during market fluctuations.

For planning purposes, the area has been split into two planning districts: Downtown Core and Downtown Periphery. The Downtown Core area includes all properties within the Downtown area located along State Street and Main Street, northeast of Foothill Expressway, and west of San Antonio Road. The Downtown Periphery area includes all properties north and south of the Downtown Core area, but still within the Downtown triangle.

IV. OBJECTIVE AND SCOPE OF WORK

The City's objective is the development of a Downtown Vision that will serve as a critical and important guide for future actions concerning change in Downtown Los Altos. The Downtown Vision is expected to be user-friendly, concise and written in a manner easily understood by the public, and oriented towards graphical representations of the future form of the Downtown. The City is seeking an innovative approach in creating a document/map(s), including the creation of print and electronic versions.

As part of the Downtown Visioning effort, three to four envisioned future scenarios of the Downtown are expected with street, lot and building arrangement layouts in sufficient detail that show the envisioned futures of the Los Altos Downtown. The parameters for these scenarios will include various economic and physical potentials. There will be a study session with the City Council at which the three to four envisioned scenarios for the future will be finalized so that the development of these scenarios can be completed ahead of fully engaging the community. It is also an objective of the City that the project includes 3D models that will provide the basis for evaluating future projects in the Downtown.

It is anticipated that the Los Altos Downtown Vision submitted to the City Council for acceptance will include or address:

- Introduction
- Vision Statement
- List of Goals
- 3D Base Model of the Downtown in an appropriate format
- Bird's Eye Renderings of the Envisioned Future
- Description of Area and Districts
- Economic Development and Land Use Mix
- Circulation / Parking
- Built Environment – Design, Scale, & Quality of Structures

- Open Space and Use of Public Spaces
- Lighting, Landscaping and Streetscape
- Public Safety

The various scenarios and vision statement should provide ideas or suggestions for physical links between the Downtown and Civic Center Complex. The consultant must be able to understand any nuanced discussions on the Downtown Vision and accurately translate this feedback into a vision that can inform the development of future plans.

Community Engagement

It is the goal of staff to elicit as much community input as possible so that a wholly informed vision for Downtown Los Altos can be realized. This approach to the community engagement process assumes all residents have something to contribute to this planning effort and have access to various degrees of technology and availability for public meetings.

This process must include a variety of methods for soliciting community input. In an effort to make this process as recognizable as possible the City will be looking to the Consultant to “brand” this effort in order to bring about a common understanding of the focus of this project and to highlight this is a City lead effort. The consultants will be expected to facilitate community meetings, build relationships with the community, design outreach campaigns to take the meetings to participants at a variety of venues, and design web-based methods to engage participants online. Providing information and training to the Community in the numerous ways to participate in this process will also be expected as will the use of visualization tools that will facilitate the understanding and relationships between varying types of data. The consultant should allow for attendance at an adequate number of meetings with staff, and up to eight potential public meetings/hearings (e.g., workshops/charrettes, Planning and Transportation Commission and City Council meetings). Additional pre-approved meetings will be reimbursed on a time and materials basis.

Proposals should also include (but not be limited to) outreach activities such as:

- Newsletter—Preparation of community outreach newsletter for City distribution
- E-updates—Preparation of materials for City staff to send to an email list to maintain interest and generate participation
- Media Outreach—Preparation of news releases on the process and key elements of the update
- Farmers’ Markets—Preparation of materials for staff to use at an information booth
- City web site/on-line community forum/interactive virtual town hall – Preparation of materials for staff to use

Any recommendations regarding improvements to the process or final document to more effectively meet the City of Los Altos's stated objectives should be emphasized in your proposal and be a clear means of demonstrating your understanding of the project requirements.

All proposals will be compared on the basis of understanding the scope of work to be performed, methods and procedures to be used, management, personnel and experience, and consultation and coordination with the City of Los Altos. Only those proposals submitted in line with the requirements of this Request for Proposals and certified by an authorized company officer will be considered. Proposals received by fax will be rejected.

V. CITY RESPONSIBILITIES

The CONSULTANT shall provide the necessary resources and services to execute the work scope described above, and in coordination with the selected CONSULTANT, the City of Los Altos will, in general, will be responsible for the following items:

- Provide copies of available plans and existing documentation on file in the Community Development Department for consultant's reference.
- Designate a staff person as a contact for the project and forming a City staff committee to attend and provide input at Meetings.
- Acting as a liaison with the appropriate decision making bodies.
- Coordinating document review and supply edits or approvals in a timely manner.

If the CONSULTANT assumes that the City of Los Altos will provide resources other than those specifically indicated above, those assumptions should be clearly stated and highlighted in its proposal.

VI. SCHEDULE

Awarding the contract to the successful CONSULTANT is scheduled to take place at an August or September 2016 City Council meeting and it is expected that the CONSULTANT will attend this City Council meeting and after a written notice-to-proceed is issued by the City of Los Altos, the CONSULTANT's work shall begin within 30 days. All work shall then be completed in accordance with the schedule stipulated.

The Notice to Proceed issued by the City of Los Altos will specify the work to be completed, and a schedule for work completion. The basis for payment and the limits of compensation shall be integrated within the contract. The CONSULTANT shall not begin work nor incur any costs associated with any task identified herein without an explicit written notice to proceed.

Tentative Schedule:

- Project Kick-Off Meeting and Study Session with the City Council – Late Summer 2016
- Public Engagement Process – Fall & Winter 2016

- Development of Vision Statement – Winter 2016
- Hold Public Workshops on Vision Statement, Winter 2016/2017
- Hold Meetings with the Community Groups, the Design Review Commission, Planning and Transportation Commission resulting in a recommendation to the City Council – Spring 2017
- Present recommendations to City Council for adoption – Spring 2017

VII. COMPENSATION

The City of Los Altos will negotiate a contract with the selected CONSULTANT based on the following assumptions and conditions:

For all services rendered as described in the Scope of the Work, including all labor, equipment, materials, and expenses, the CONSULTANT shall be compensated on a percent complete basis by task for work completed on a “fixed fee, not to exceed basis.”

VIII. PROPOSAL REQUIREMENTS

A. Questions - Written questions regarding the project and this RFP will be accepted until the proposal due date. Questions may be submitted by fax or e-mail. The City of Los Altos will make every effort to provide written answers no later than 48 hours via e-mail or fax to all questions submitted.

B. Submittals - Faxed copies will not be accepted. To be considered, proposals must be received no later than **4:00 p.m., Friday, July 29th, 2016**. The proposal requirements found on pages 6-8 of this package must be complete. Interested firms are invited to submit seven (7) copies of their proposals to the following address:

Attn: Jon Biggs, Community Development Director
One North San Antonio Road
Los Altos, CA 94022-3087

Proposals shall be submitted in an envelope and clearly marked project. Please include your fee schedule in a separate sealed envelope “**Los Altos Downtown Vision**”. Additional proposal packages and specifications may be obtained from the Community Development Department at the above address or by calling (650) 947-2750. For questions regarding the proposal, please call Jon Biggs at (650) 947-2635.

C. Contents of the Proposal - at minimum, proposals should contain the information outlined herein. Additional information that the proposer deems relevant to the selection process may be included; however, concise and focused submittals are strongly encouraged. Graphic material illustrating design styles may be included. By submitting a proposal, and unless otherwise stated, it is understood that the CONSULTANT has reviewed the relevant information, and that based on that review, the CONSULTANT has developed

an informed understanding of the projected scope of work and has satisfied itself with the applicable conditions and requirements expressed in those documents.

- D. Firm Background** - In two pages or less, provide a brief overview of the firm that will assume all contract responsibilities and identify all proposed sub-consultants.
- E. Project Team** - Provide an organization chart that identifies the individuals and sub-consultants if applicable, assigned to and responsible for the key elements of the work scope and their relationship to the other elements. Identify the project manager as well as other key personnel to be assigned, their qualifications, education, and experience. Indicate the number of hours each member has been budgeted and will be assigned to the project.
- F. Qualifications and Experience** - List projects where the consultant facilitated public meetings and/or workshops, used the information obtained to develop vision and goals, and developed strategic plans or long range planning documents that are presently being used to guide land use decisions that validate consultant's experience in projects similar in scope of work to this project. Provide examples of recent projects; state the contract amount and completion date; and include the name, title and phone number of client references. Please do not list projects where major work was completed by staff no longer employed by the firm.
- G. Statement of Understanding and Scope of Work** - Proposals should provide a statement of your understanding of the project by highlighting the dominant issues and outlining your approach toward addressing those issues. Any recommendations regarding improvements to the process to more effectively meet the City of Los Altos's stated objectives should be emphasized in your proposal and would be a clear means of demonstrating your understanding of the project requirements.
- H. Schedule** - Proposals should present a project schedule showing milestones, deliverable dates, and the duration of each task where it is known.
- I. Proposal format** – Sufficient information should be provided to justify the proposed fee and to serve as a basis for negotiating a contract and any Supplemental Agreements that may be warranted for out of scope services. In this regard, the fee proposal should identify personnel, estimated number of hours, and rate; type of equipment, hours, and rate; and any outside costs for each identified work element including travel and consultant-associated costs for travel and stay in the Los Altos area.
- J. Fee** - Consultant's Fee must be sealed in a separate envelope and will not be opened until all other factors have been considered. Unusually high or low fees may affect the ratings.

Consultant compensation shall be on a “fixed fee, not to exceed” basis and shall include all items described in the scope of work on this project. The consultant team shall submit a fee estimate based upon:

- The tasks to be performed.
- A breakdown of the employees and professionals to be assigned to the tasks, the average hourly rates of each, and the man-hour cost assigned.
- The project fee costs.

Regardless of the proposed method of compensation, any Contract resulting from this solicitation will specify a maximum, not-to-exceed fee amount. Except in the unusual situation wherein the CONSULTANT encounters circumstances that could not be reasonably anticipated, the City of Los Altos will not authorize payment beyond this amount.

In consideration of this, any assumptions and/or the need for any contingencies must be clearly spelled out in the Fee Proposal and used as a basis to compute a “not-to-exceed” figure for the project. This figure should be sufficient to provide for any reasonably anticipated circumstances that may be encountered during project execution and completion.

K. Commitment - The individual or company official with the power to bind the company in its proposal must sign the proposal. The contents of the proposal shall become a contractual obligation if a consultant’s bid is accepted.

IX. SELECTION CRITERIA AND PROCESS

A. Understanding of the Scope of Work to be Performed (20 pts)

1. Demonstrated understanding of the project objectives.
2. CONSULTANT’s approach to accomplishing the scope of work.
3. Timetable and costs for completing the project.

B. CONSULTANT’s Methods, Schedule and Procedures to be Used (25 pts)

1. CONSULTANT’s general approach to evaluating the issues.
2. CONSULTANT’s ability to accelerate the design and schedule.
3. Complete description of the procedures and method to be utilized.

C. Management, Personnel and Experience (45 pts)

1. Qualifications of each participant and overall qualification for the firm.
2. Experience and performance on similar projects.
3. Technical and Computer Capability.

D. CONSULTANT’s Consultation and Coordination with the City of Los Altos (10 pts)

1. Procedures to be used to ensure close contact between CONSULTANT and the project manager.
2. Demonstrated experience in working with local government.

TOTAL POSSIBLE SCORE: 100 pts

Right to reject all proposals - the City of Los Altos reserves the right to reject any and all proposals, and to re-issue the RFP.

This solicitation in no way obligates the City of Los Altos to award a contract for the services described herein, nor will the City of Los Altos assume any liability for the costs incurred in the preparation and transmittal of proposals in response to this solicitation.

The City of Los Altos reserves the right to not accept any proposal, to reject any or all proposals, to reject any part of any proposal, to negotiate and modify any proposal, and to waive any defects or irregularities in any proposal at the City of Los Altos sole discretion.

Furthermore, the City of Los Altos shall have the sole discretion to award the contract, as it may deem appropriate to best serve the interests of the City of Los Altos. In this regard, the City of Los Altos may consider demonstrated quality of work, responsiveness, professional qualifications, assigned personnel, references, and proposed fees, when determining the most responsive proposal.

X. INDEMNIFICATION

The City of Los Altos requires the successful bidder to indemnify the City of Los Altos according to a set of provisions that will become contractual obligations. The CONSULTANT shall defend, indemnify and save harmless the City of Los Altos and the State of California, their respective officers, agents and employees, from any and all claims, demands, damages, costs, expenses, judgments or liability arising out of this Contract or attempted performance of the provisions hereof.

Coverage shall be predicated upon theories of violation of statute, ordinance, or regulation, professional malpractice, negligence, or recklessness including negligent or reckless operation of motor vehicles or other equipment, furnishing of defective or dangerous products or completed operations, premises liability arising from trespass or inverse condemnation, violation of civil rights and also including any adverse determination made by the Internal Revenue Service or the State Franchise Tax Board.

With respect to CONSULTANT's independent contractor status this provision establishes liability for failure to make social security and income tax withholding payments, failure to comply with workers' compensation laws, or any act or omission to act, whether or not it be willful, intentional or actively or passively negligent on the part of CONSULTANT or his agents, employees or other independent CONSULTANT's directly responsible to CONSULTANT.

In addition, the foregoing shall apply to any wrongful acts or any active or passively negligent acts or omissions to act, committed jointly or concurrently by the CONSULTANT or the CONSULTANT's agents, employees or other independent Contractors and the City of Los Altos its agents, employees or independent Contractors.

Nothing contained in the foregoing indemnity provision shall be construed to require indemnification for claims, demand, damages, costs, expenses or judgments resulting solely from the conduct of the City of Los Altos.

XI. INSURANCE

The City of Los Altos will require the successful bidder to provide insurance which meets certain provisions, which will become contractual obligations. The CONSULTANT shall not perform any work under the Contract until it has obtained insurance complying with the provisions of this section, delivered a copy of each insurance policy to the City of Los Altos, and obtained the City of Los Altos's approval of all such policies. Said policies shall be issued by companies authorized to do business in California. CONSULTANT shall maintain said insurance in force at all times. The following types of coverage with the described features shall be provided:

A. Professional Liability Insurance.

Contractor shall maintain professional liability "errors and omissions" insurance with limits of liability of not less than an amount determined appropriate per the City of Los Altos per occurrence to cover all services rendered by Contractor pursuant to this contract.

B. Comprehensive Liability Insurance and Automobile Insurance.

CONSULTANT shall maintain comprehensive general and automobile liability insurance, in an amount determined appropriate per the City of Los Altos which shall cover claims arising from bodily and personal injury, including death resulting from such actions, and damage to property, resulting from any act or occurrence arising out of CONSULTANT's operations in the performance of the contract, including, without limitation, acts involving automobiles.

The policies shall provide not less than single limit coverage applying to bodily and personal injury, including death resulting from resulting from such actions, and property damage. The following endorsements must be attached to the policy:

1. If the policy covers on an "accident" basis, it must be changed to an "occurrence" basis.
2. The Comprehensive Liability Insurance policy must cover personal injury as well as bodily injury.
3. The Comprehensive Liability Insurance policy must have blanket coverage of contractually assumed liability, subject to the limitations of the policy.
4. The policy must have a "Cross Liability" ("Severability of Interests") endorsement such that each insured is covered as if separate policies had been issued to each insured.
5. The City of Los Altos and the State of California, their officers, employees and agents shall be named as additional insurers under the Comprehensive Liability Insurance

policy, and the policy shall provide that the insurance will operate as primary insurance and that no other insurance affected by the City will be called upon to contribute to a loss hereunder.

C. Workers' Compensation Coverage.

In accordance with the provisions of 3700 et seq., of the Labor Code, CONSULTANT is required to be insured against liability for workers compensation or to undertake self-insurance. CONSULTANT agrees to comply with such provisions before commencing performance of the work covered by this Contract.

D. Certification of Coverage.

Prior to commencing work under the contract, CONSULTANT shall furnish the City of Los Altos with the following for each insurance policy required to be maintained by this contract:

1. A copy of the entire policy and not just the "face sheet" or proof of coverage (except that no copy of CONSULTANT's workers' compensation policy need be provided).
2. A certificate of insurance including certification that the policy will not be canceled or reduced in coverage or changed in any other material aspect without thirty (30) days prior written notice to the City of Los Altos.

E. Effect of Failure or Refusal.

If CONSULTANT fails or refuses to procure or maintain the insurance required by this contract, or fails or refuses to the City of Los Altos with the certifications required by subparagraph (B4) above, the City of Los Altos shall have the right, at its option, to forthwith terminate the contract for cause.