

**City of Sausalito**

***DRAFT***

**Request for Proposals (RFP)  
General Plan Update**

**City of Sausalito  
Community Development Department**

**Circulation Date: \_\_\_\_\_**

**Submission Date: \_\_\_\_\_**

## 1. INTRODUCTION AND PROJECT SUMMARY

The City of Sausalito invites proposals from qualified firms to prepare a strategic update of the City's General Plan and prepare the corresponding California Environmental Quality Act (CEQA) documentation. The process will result in the selection of one or more firms for the Consultant Team.

The proposals will first be ranked according to qualifications to perform the work as described in this Request for Proposals (RFP). Interviews will be conducted as part of the assessment process. The City will consider the top-ranked qualified respondents further, including an assessment of rates and overall costs. The City will then rank the respondents in order to determine a "most" qualified respondent.

The selected Team will work under the direction of City staff.

### Conceptual Work Program

This General Plan update is not envisioned to be a wholesale rewrite, but rather a refreshing of the 1995 General Plan. The existing plan covers the seven required elements but is organized in a less traditional format consisting of seven chapters. Not every element or chapter may need to be significantly updated. Further, to the extent possible, the City's desire is to utilize available data sources and technical tools to reduce costs without sacrificing quality.

The City looks forward to receiving creative and well-thought-out proposals from consultants who specialize in General Plan Updates. Staff has developed the following conceptual work plan to provide an anticipated scope of the project and to help guide the approach, process and costs of proposals.

- Receive initial direction from the City Council;
- Audit the existing General Plan and all relevant planning documents to identify inconsistencies between them and compliance with State Law;
- Collect and utilize existing background information and data including City provided GIS layers;
- Meet with City staff, the Planning Commission and select Boards and Committees to gain insight into land use issues;
- Establish and implement a community outreach program. Include participation from City commissions, boards and advisory committees and other community constituent groups, including merchants, school advocates, and Sausalito community non-profit groups; Develop creative communication tools to reach community members who do not usually get involved.
- Work with City staff to refine an outline of the Updated General Plan;
- Consult with other regulating agencies necessary for completing a General Plan Update and for consistency with regional (Marin County), state and federal planning efforts (e.g.,

San Francisco Bay Conservation and Development Commission, National Park Service/Golden Gate National Recreation Area);

- Develop a draft Update;
- Conduct necessary environmental analysis and preparation of California Environmental Quality Analysis (CEQA) compliance documentation for the General Plan Update;
- Develop a final Draft and CEQA document for review and consideration of adoption.

### **General Plan Update Concepts**

A key component in Sausalito's success in creating a quality community is the commitment to comprehensive planning techniques including establishing a community vision; assessing the natural and built environment; identifying community strengths, weaknesses and needs; creating a forward thinking General Plan; and investing in efforts to implement the Plan over time. The City views a well-crafted General Plan as an important communication tool that can provide fairness, openness, and certainty for citizens, property owners, and those interested in making investments in property in the community. In addition, the City also believes that a frequently referenced plan can help create organizational efficiency, assist in providing superior governance, and aid in prudently managing fiscal resources.

The following broad concepts of an update are presented to help guide prospective consultants in creating their proposal:

#### **Concept 1**

This General Plan Update is not envisioned to be a wholesale rewrite, but rather a refreshing of the 1995 General Plan. Staff assumes that the vision, goals and many of the policies of the 1995 General Plan remain valid and that only a strategic update is needed.

#### **Concept 2**

The City would like the Consultant to assess two different approaches to updating the General Plan and how the associated environmental review will be conducted :

1. Element by Element, beginning with the Circulation element (include timeline estimate and costs), or
2. Comprehensive Update within a three-year schedule (include timeline and costs).

#### **Concept 3**

The Update should assess the community's vision as it applies to the following:

1. Evaluate existing land use, undeveloped and underutilized parcels, and opportunity sites;
2. Evaluate the effectiveness of current Ordinances that control growth and limit building density and, if needed, suggest alternatives that are based upon clear land use goals, priority areas, preservation and development milestones;
3. Respond to new planning issues and priorities such as climate change, sea level rise, complete streets, the impacts of tourism and the management of tourism, and integrating the creation of healthy communities with land use planning;

4. Involve and consult with other government agencies in order to develop policies to improve coordination with these groups;
5. Incorporate and comply with new State and local regulations; and
6. Support economic development goals.

#### **Concept 4**

The City has completed other plan documents and studies in previous years (some more recent than others) and is in the process of updating some of them and developing new ones. City staff will apprise the Consultant Team of the status of these plans. As much as possible, the Update should be created as an umbrella that encompasses recent implementation plans and new ones. The Consultant Team should be ready to explore ways to incorporate these plans (or to remain as stand-alone) as part of the General Plan Update. These plans include:

- 2013-2021 Housing Element Update (not stand-alone but is required element of General Plan)
- Marinship Specific Plan
- Climate Action Plan
- Sausalito Age Friendly Strategic Plan
- Pedestrian Bike Master Plan
- Transportation Action Committee Final Report
- Bike Advisory Committee

#### **Concept 5**

The General Plan Update should include implementation goals consisting of projects to be completed in the future including Capital Improvement Projects from Parks and Recreation and Public Works with recommended sources of funding for projects and ongoing maintenance and operations. These goals can be referenced during the consideration of future budgets.

#### **Concept 6**

The Update should enhance the format, graphics, readability and ADA accessibility of the General Plan. These enhancements should make the General Plan a frequently referenced document by citizens, elected and appointed officials, City staff, and neighboring governments. A web or application based plan would be considered.

#### **Concept 7**

Completing the project within the set time frame and within the budget is a key factor. In these difficult economic times the City is seeking a firm that can perform in exemplary fashion within tight budgetary and time limits.

## **2. BACKGROUND**

### **Sausalito**

Sausalito is a beautiful bay front community of approximately 7,500 residents that is nestled at the foot of the Golden Gate National Recreation Area. Located in Marin County just a short trip

over the Golden Gate Bridge from San Francisco, Sausalito offers all the small town attributes of a close-knit, community-oriented citizenry located in close proximity to a wide range of cultural opportunities. The blend of historic buildings, wooded hillsides, sweeping bay and San Francisco views combine to make Sausalito a community of unparalleled charm and natural beauty.

Sausalito is a general law city operating under a Council/Manager form of government. Incorporated in 1893, the City government provides a high level of municipal services, including police and fire services, library service 7 days a week, 17 municipal parks, a recreation program that generates more than half of its operating costs in program revenues, and proactive administration, public works and community development departments. The 70+ member workforce enjoys close working relationships across departmental lines.

### **The Current General Plan**

Sausalito's General Plan dates back to September 1995 (adopted by Resolution No. 4313, September 19, 1995), which updated the 1974 General Plan. The process began in 1989 with the appointment of a 15-member General Plan Steering Committee, representing a broad spectrum of community interests. The General Plan contains seven chapters, beginning with an introductory chapter, and followed by six chapters: Land Use and Growth Management, Housing, Community Design and Historical Preservation, Circulation and Parking, Environmental Quality, and Health and Safety. Each chapter contains two parts – (1) Objectives, Policies, and Programs, and (2) Background. The Introductory chapter provides the "Overall Community Goals", which serves as the basis for more specific policies and implementation programs provided within each of the chapters. Each of the chapters includes the main objectives, followed by policies to carry out the objectives, and specific programs to take action on the stated objectives.

Unique features of the General Plan are introductory statements on the various elements of the General Plan that were written by several Committee members. The introductions were intended to provide the reader with a general sense of the thoughts of the Sausalito community which guided the formulation of the goals, objectives, policies, and programs.

Public participation included several community surveys that were conducted as a basis for the Plan's preparation, two town meetings, 50 public meetings, field trips, and Planning Commission and City Council public hearings.

The current General Plan can be found at <http://ci.sausalito.ca.us/index.aspx?page=266>

### **Other Available Data and References**

While the General Plan should not be an overly complex, technical planning document, it must be based on sound information. The City desires the consultant to use available data sources and technical tools in order to minimize costs associated with new data collection efforts.

*List of documents (links)*

*Include Shared Downtown Parking Survey and Model*

### 3. PROJECT TEAM

The City is a unified team consisting of community members, elected and appointed officials, and staff directed by the City Manager. Roles and responsibilities for each team group are described below:

**Community Members** - The General Plan at its most basic level is a statement of the community's vision for the future and a guide to achieving that vision. With this in mind, it is clear that community member involvement is essential to the successful preparation of a General Plan. The City envisions that a variety of methods be used to ensure that every person in Sausalito who wishes to express an opinion has the ability to do so, utilizing non-traditional communication methods beyond public meetings and workshops. However, time is of the essence and the process should be streamlined with public engagement occurring in the most efficient manner.

**General Plan Update Task Force/Steering Committee** – The Sausalito City Council has appointed a General Plan Update Task Force to initiate the development of a work program and approach to the General Plan update, and to make recommendations to the City Council. It is anticipated that Task Force members will be expanded to form a General Plan Update Steering Committee (GPSC), comprised of a broad and diverse membership of the community. The GPSC would act as a community sounding board for the General Plan update process, to distill the community discussions and comments to identify issues and opportunities, and help shape the policies of the new General Plan. The GPSC would meet on key timeframes to correspond with specific milestones of the project schedule.

**Staff** – It is understood that the large and very involved work effort to update the General Plan and at the same time carry out the day-to-day functions and other planning priorities of the Community Development Department cannot be administered by City staff alone. Staff will work closely with the Consultant Team and take a strong role in the preparation of the General Plan. The City believes that its own staff is most familiar with the day to day issues faced by Sausalito and recognizes that City staff will be working with and implementing the General Plan long after its preparation and adoption. Therefore, regular involvement of City staff during the course of the drafting of the plan is essential.

- City Staff intends to work closely with the Consultant Team in the preparation of the draft General Plan. The consultant should include time for meetings and work sessions with staff. It is specifically not desired that the consultant prepare large increments of work product independently and present completed drafts to the City, unless specifically directed to do so.
- City staff will take a role in all public forums, workshops, meetings, and hearings. The consultant should expect that staff will be a part of all presentations made and will take part in question and answer sessions.
- City staff will carefully read and may extensively edit all written materials prepared by the consultant.

- City staff can take the lead in the use of the City's web site and social media updates.

The Community Development Director will serve as the Project Manager, and will function to coordinate City staff, the GPSC and oversee the preparation of the General Plan Update. The Community Development Director will ensure that the project stays on time and within budget.

In addition the Community Development Director will oversee key tasks, review and edit material, organize and participate in public workshops and presentations and function as the first line Project Manager for this effort.

**Planning Commission and City Council** - It is anticipated that the Planning Commission and City Council will be actively involved in the overall process of development of the General Plan through initial workshops, meetings, and public hearings. It is anticipated that the Planning Commission and City Council will receive regular updates on progress including identification of key issues, work progress, policy issues, and questions.

**The Consultant Team** – City planning staff are fully aware that developing a successful General Plan Update requires specialized and technical knowledge and tools available from well trained and experienced consultant teams. City staff believes in relationships and that individuals rather than firms are ultimately the most important element of a Team. The City values creativity, expertise, professionalism, team experience, economic value, connectivity / availability, and frank and passionate debate of innovative issues and ideas. We are particularly interested in the qualifications of these individuals – those who will be doing the work – rather than just a listing of projects completed by past staff.

#### **4. BUDGET and TIME TO COMPLETE**

The City estimates the cost to complete a General Plan Update to range from \$600,000 to 1 million, for a comprehensive update within three years. The City would like an estimate of the difference of cost for an Element by Element approach and the time to complete. Your budget should include all your costs, including staff time, travel, reimbursable items, printing, meeting materials, etc. Your budget must be shown as either a fixed fee or as a fee based on actual work with a maximum cap.

#### **5. SUBMISSION OF PROPOSAL**

##### **Format**

Respondents are asked to submit six (6) copies of their proposals in an 8 ½" x 11" format, in sufficient detail to allow for a thorough evaluation and comparative analysis. The proposal should include, at a minimum, the following information in sectionalized format addressing the work in the RFP:

- **Cover Letter**

An original cover letter signed by an officer authorized to contractually bind your firm. The cover letter should also include: the identification of the firm, including the name, address and telephone number of the firm; proposed working relationship among the firm and any subcontractor(s), if applicable; name, title, address and telephone number of a contact person during the proposal evaluation period; and, a statement to the effect that the proposal shall remain valid for a period of not less than ninety (90) days from the date of submittal.

- **Introduction**

Present an introduction of the proposal and your understanding of the project and significant steps, methods and procedures to be employed by your firm to ensure quality end products that can be delivered within the required time frames and your identified budget.

- **General Scope of Work**

Briefly summarize the scope of work as your firm perceives or envisions it.

- **Work Plan**

Present concepts for conducting the work plan and interrelationship of all products, for the two different approaches to the General Plan update: 1) Element by element, and 2) Comprehensive General Plan Update. Define the scope of each task including the depth and scope of analysis or research proposed.

- **Specific Work Products**

Identify the specific end products which will be submitted. Include concepts as to the form and content of each work product.

- **Proposed Schedule:**

Present a comprehensive schedule reflecting timeframes and milestones for completing each phase and task for the two different approaches to the General Plan Update: 1) Element by element, and 2) Comprehensive General Plan Update.

- **Estimated Cost and Hourly Rate Schedule:**

Although an important aspect of consideration, the financial cost estimate will not be the sole justification for consideration. The City does expect a fair and reasonable project cost, backed by itemization of how the costs per phase and task were developed (Element by Element vs. Comprehensive General Plan Update).

Present the total expected cost and breakdown in estimated hours. Provide separate budgets (stand alone) for the preparation of the General Plan update, the Implementation Program, and the Environmental Impact Report. Include an Hourly Rate Schedule for all key personnel expected to play a part in the work products. Prices shall represent the cost of finished products and cost estimates shall identify expenditures for graphics, base maps, public meeting and hearing participation, printing, legal notices,

postage, mailing, advertising and other incidental and administrative costs. The City shall not, in any event, be liable for any pre-contractual expenses incurred by any firms.

Negotiations may or may not be conducted with the firm; therefore, the proposal submitted should contain the firm's most favorable terms and conditions, since selection and award may be made without discussion with any firm. All prices should reflect "not to exceed" amounts per item.

- **Ability of Consultant to Perform**

Provide a detailed description of your firm and its qualifications including names, titles, detailed professional resumes and past experience in similar work efforts/products of key personnel who will be working on the project. Provide a list of specific related work projects which have been completed by your firm that are directly related to the project described in this RFP. Note the specific individuals who completed such project(s). Identify role and responsibility of each member of the project team. Include the amount of time key personnel will be involved in the respective portions of the project. Respondents are encouraged to supply relevant examples of their professional product. Provide a list of references.

### **Procedure for Selection**

Every submittal will be reviewed by a selection committee, comprised of the Community Development Director, City Clerk/Assistant City Manager, and the General Plan Update Task Force (4 members). The selection committee will make their recommendation to the City Council to select the finalist.

### **Consultant Selection Schedule**

The following is a tentative schedule for the selection of the General Plan Consultant:

RFP Circulated: \_\_\_\_\_

Proposals Due: \_\_\_\_\_

Review of Proposals: Through \_\_\_\_\_

Finalist Presentations: \_\_\_\_\_

Work Begins: \_\_\_\_\_

### **Evaluation Criteria**

All proposals received will be evaluated by the selection committee, utilizing the following criteria:

- Ability of the consultants to perform the specific tasks outlined in the RFP.
- Understanding the project scope.
- Qualifications and directly-related experience of the specific individuals who will work on the project.
- Amount and quality of time key personnel will be involved in their respective portions of the project.
- Reasonableness of the fee requested to do the work.

- Demonstrated record of success by specific members of the consultant team on work previously performed.
- The specific method and techniques to be employed by the consultant on the project.
- Creative and innovative ideas or plan for public engagement and community outreach.
- Overall project timeframe.

### **Joint Offers**

Where two or more firms desire to submit a single proposal in response to this RFP, they should do so on a prime-subcontractor basis rather than as a joint venture. Should any staff person or subcontractor perform unsatisfactorily, they shall be subject to removal from the project at the discretion of the City of Sausalito. The City intends to contract with a single firm, not multiple firms doing business as a joint venture. Please describe how the consultant plans to ensure continuity during the multi-year phasing of this project.

### **Independent Contractor**

The firm will, at all times, be an independent contractor pursuant to the contract, and shall not, in any way, be considered to be an officer, agent, or employee of the City of Sausalito.

### **Payment Terms**

Payments are generally made based upon the review of invoices prepared by the firm for work completed to the satisfaction of the City within 30 days of the submitted invoice. All payments will be made in accordance with the contract.

Before any work can commence, the selected firm will be required to execute a written contract (Agreement) that will be provided later by the City.

### **Insurance and Indemnification**

The Agreement between the City and the selected firm will contain the City's standard insurance and indemnification language for agreements of this type.

Proof of insurance is not required to be submitted with your proposal, but will be required prior to the City's award of the contract.

### **Proof of Authority**

If the firm is a corporation, formal proof of the authority of the officer signing the bidder's proposal to bind the corporation must be submitted with the proposal. A simple letter is not sufficient. A copy of the corporation resolution or minutes is adequate proof.

### **Patent, Copyright, Trade Secret and Trademark Fees**

Firms shall include in the price bid any patent fees, royalties and charges on any patented article or process to be furnished or used in delivery of the contracted services.

All documents, records, drawings, designs, and specifications developed by the firm shall become the property of the City of Sausalito upon completion of each task, but may be used by the firm as a portfolio reference.

### **Taxes**

Price bid shall include all federal, state, local and other taxes.

### **City's Obligation to Award a Contract**

Issuance of this RFP and receipt of proposals does not commit the City of Sausalito to award a contract. The City reserves the right to postpone the review of the proposal for its own convenience, or to accept or reject any or all proposals received in response to the RFP. The City, in conjunction with the selection committee, reserves the right to negotiate with more than one firm should negotiations with the selected firm be terminated, to negotiate with more than one firm simultaneously, or to cancel all or part of the RFP.

### **Questions From Interested Proposers**

The City anticipates that a number of questions will arise as consultant's research and write their proposals. In order to ensure that all proposers have access to the same information, the City will use the following procedure to respond to your questions:

- All questions must be submitted via email to [cchan@ci.sausalito.ca.us](mailto:cchan@ci.sausalito.ca.us)
- The City will post all questions and the answers on the City's website as soon as possible. The City's website is [www.ci.sausalito.ca.us](http://www.ci.sausalito.ca.us)
- Consultants will be notified by email as new questions and answers are posted. All questions and answers will be available to the consultants and the public on the website. The City will not provide individual answers to the public.

### **DATE OF SUBMITTAL:**

Deadline for submittal is \_\_\_\_\_ on or before 5:00 p.m. Pacific Time (No exceptions).  
Late submittals or electronically transmitted copies will not be accepted.

Please deliver all proposals to:

Danny Castro, Community Development Director  
City of Sausalito  
420 Litho Street  
Sausalito, CA 94965

