



City of Sausalito Request for Proposals General Plan Update

**Issued: December 9, 2016
Proposals Due: January 13, 2017**

Introduction

The Consultant selection for the Sausalito General Plan Update and corresponding California Environmental Quality Act (CEQA) documentation consists of a two-stage process. The first stage was the Request for Qualifications (RFQ) solicitation completed October 31, 2016. Six Statements of Qualifications were received, and a short list of qualified firms was finalized on November 30, 2016. The second stage is the issuance of this Request for Proposals (RFP) to the selected short list of qualified firms.

Your firm has been selected and the City invites you to submit a proposal. Your firm may be invited to participate in an interview as part of the final selection process, to further assess the top-ranked qualified firms, and clarify their proposed project scope, rates and overall costs. The City will then determine a “most” qualified Consultant.

Work Product

This General Plan Update is not envisioned to be a wholesale rewrite. Not every element or chapter may need to be significantly updated. The General Plan Update is meant to provide a user-friendly and coherent policy document to guide the City as it faces opportunities and challenges over the next twenty years. The City is also looking to explore innovative and creative approaches to this important planning document.

The City looks forward to receiving creative and well-thought-out proposals, based in part on the Consultant’s “Critical Overview” of the 1995 Sausalito General Plan as provided in the RFQ. The following points are provided to guide the work product, anticipate the scope and to help manage the approach, process and costs of proposals:

- Receive initial direction from the City Council, General Update Task Force, and Staff;
- 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;
- Develop vision and guiding principles;
- 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

The City views a well-crafted General Plan as an important communication tool that will provide fairness, openness, and certainty for citizens, property owners, and those interested in making investments in the community. The City also believes that a frequently referenced plan can help create organizational efficiency, assist in providing superior governance, and guide the prudent management of the City's natural, physical, cultural and fiscal resources.

The following broad objectives of an Update are presented to help in creating your proposal:

Objective 1

The Update should assess and reflect 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 and management of tourism, and integrating the goals of healthy communities with land use planning;

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

Objective 2

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 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 should be ready to explore ways to incorporate any of these plans having broad community support as part of the General Plan Update (or to remain as stand-alone). These documents include but are not limited to:

- 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

Objective 3

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.

Objective 4

The City would like to include an Economic Element as part of the General Plan Update, that includes objectives and policies that will advance the City's economic development strategy, an implementation plan that is reviewed and updated as needed within the life of the General Plan to ensure that short and long term goals are fiscally sustainable. The Economic Element should also look at opportunities to sustain, strengthen, and diversify Sausalito's economic base.

Objective 5

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.

Objective 6

Completing the project within the set time frame and within the budget is a key factor. The City is seeking a firm that can perform in exemplary fashion within agreed upon budgetary and time limits.

Project Team

The City will form 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:

The Sausalito Community`

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 the General Plan Update. 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/Advisory 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 this Task Force will be expanded to form a General Plan Update Advisory Committee (GPAC), comprised of a broad and diverse membership of the community. The GPAC 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 GPAC would meet on key timeframes to correspond with specific milestones of the project schedule.

Staff

It is understood that the work effort to update the General Plan cannot be administered by City staff alone while also carrying out the day-to-day functions and other planning priorities of the Community Development Department. Staff will work closely with the Consultant Team and take a significant role in the preparation of the General Plan Update. 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 in the preparation of the draft General Plan Update. 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.

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

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 Update through meetings and public hearings. The Planning Commission and City Council shall receive regular updates on progress including identification of key issues, work progress, policy issues, and questions.

Consultant Team

City planning staff is 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 establishing working relationships and that individuals rather than firms are ultimately the most important element of a Consultant. The City values creativity, expertise, professionalism, team experience, connectivity/availability, frank and passionate debate of innovative issues and ideas, and economic value.

Budget and Time to Complete

The City estimates the cost to complete a General Plan Update and EIR of up to \$750,000, in a two to three year time period. Your budget should include all of 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.

Submission of Proposal

Format

Submit six (6) bound copies of your proposal, and one (1) USB drive of a PDF copy. 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); 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 your time frames and identified budget.

- **General Scope of Work**

Briefly summarize the scope of work as your firm perceives or envisions it. Reference should be made to your “Critical Overview” of the 1995 Sausalito General Plan from the RFQ as a basis for anticipated time and costs associated with each discrete Element or Chapter of the proposed General Plan Update.

- **Work Plan**

Present concepts for conducting the work plan and interrelationship of all products. 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 conceptual descriptions of the form and content of each work product.

- **Proposed Schedule**

Present a comprehensive schedule reflecting timeframes and milestones for completing each task.

- **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. 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.

Consultant Selection Schedule

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

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| RFP issued | December 9, 2016 |
| Proposals Due | January 13, 2017 |
| Review of Proposals | Through January 23, 2017 |
| Interviews | February 1, 2017 |
| Presentation of Consultant/Award of Contract | February 28, 2017 City Council meeting |

Other Important Items

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 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.

Date of Submittal

Deadline for submittal is **January 13, 2017 on or before 5:00 p.m.** (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