

REQUEST FOR PROPOSALS (RFP)
CITY OF PICO RIVERA



General Plan and Zoning Ordinance Update
including CEQA compliance

City of Pico Rivera
6615 Passons Boulevard
Pico Rivera, CA 90660

Issue Date:
February 26, 2008

Deadline for Submissions:
~~March 31, 2008~~
April 14, 2008



Notice is hereby given that the Community Development Department of the City of Pico Rivera is seeking proposals from qualified consulting firms to prepare a comprehensive update of the General Plan and Zoning Ordinance. Under the direction of the Community Development Director, the consulting firm is expected to perform responsible, professional work in the research, compilation of data, analysis and studies as described in the Request for Proposals (RFP).

Request for Proposals may be obtained at the City of Pico Rivera, Community Development Department. A copy may be downloaded from the City's website at www.ci.pico-rivera.ca.us/homepage.html.

Each proposal must be submitted in a sealed envelope and clearly marked on the outside "General Plan/Zoning Ordinance Update RFP". RFPs will be accepted until ~~March 31, 2008 at 5 p.m.~~ The RFP deadline has been extended to 5:00 p.m. on April 14, 2008. Late and postmarked copies will not be accepted.

In order to insure that all interested firms have access to the same information, all questions must be submitted in writing to the Community Development Department.

A pre-submittal conference will be scheduled approximately two weeks after the proposal is mailed out. You will be notified of the time and location. The purpose of the pre-submittal conference will be to answer any questions regarding work described in the RFP. Consultant attendance is not required, but is strongly encouraged, as additional information may be provided.

Copies, written questions, submittal of RFP should be to the attention of:

Jeff Brauckmann
Community Development Director
City of Pico Rivera
Community Development Department
6615 Passons Boulevard
Pico Rivera, CA 90660

The City reserves the right to take all proposals received under advisement for a period not to exceed ninety (90) days after the date upon which such proposals are opened and declared, and all proposals submitted shall remain valid and subject to enforcement during that period of time.

Dated April 31, 2008.



I. INTRODUCTION

The City of Pico Rivera is seeking proposals from qualified consulting firms to prepare an updated General Plan and Zoning Ordinance with the associated environmental analysis. The Proposal represents the initial step in the selection of a firm to prepare the documents. After review and evaluation of the submitted proposals, the City will recommend the finalist to the City Council for award of contract.

II. BACKGROUND

City Characteristics

The City of Pico Rivera has a total land area of 5,713 acres at 8.9 square miles. Approximately 37 percent of the City is developed with residential uses. Industrial land uses account for 14 percent of the City's land area and commercial land uses account for four percent. The remaining 45 percent of the City's land area is devoted to parks, public facilities, and roadways. The City of Pico Rivera's population as of January 1, 2007 was estimated by the State Department of Finance to be 67,074 persons.

Land Use

A significant portion of land in the City of Pico Rivera is occupied by 570 acres of the Rio Hondo Channel and 128 acres of the San Gabriel River Coastal Basin Spreading Ground which traverses the westerly and easterly boundaries of the City. The majority of the 16,688 estimated housing units in the City are owner occupied which contributes to the stable and well maintained residential neighborhoods. Major commercial areas include the Whittier and Washington Boulevard corridors. Whittier Boulevard represents the City's commercial downtown area with regional travel routes connecting adjoining communities.

In the last few years, the City of Pico Rivera has seen much growth. In 2002, the Pico Rivera Towne Center was completed, anchored by tenants such as Lowes, Walmart, Staples, Starbucks and Borders Book Store. Construction of the Pico Rivera Village Walk shopping center, anchored by Krikorian Theatre is nearing completion with the Theatres now open. The Pico Rivera Marketplace, an 8 acre shopping center, anchored by LA Fitness and a Fresh N Easy Grocery is also nearing completion.

Housing has seen a modest and steady growth increase during recent years.

III. THE GENERAL PLAN AND ZONING ORDINANCE UPDATE

In the early years of incorporation, the City of Pico Rivera relied upon the County of Los Angeles Zoning Ordinance until the City adopted its own comprehensive code in 1960. Throughout the years the City has made periodic updates to sections of the Zoning Ordinance but has not made a comprehensive update since 1987-88.



The General Plan was originally adopted in 1965 and updated in 1973. The most recent revision took place in 1993 which included the City's values and vision implementation strategies and the Community's economic and development progress over a projected 20 year period.

Role of the General Plan and Zoning Ordinance

At the most basic level, the General Plan represents a City's vision for the future, and provides a guide to achieving that vision. The updated General Plan must be prepared with the unique challenges, constraints and opportunities of the Pico Rivera community in mind. At minimum, the General Plan must:

- *Address Community Issues.* Pico Rivera is extremely limited in available, developable land, therefore the City must develop strategies to maintain and improve existing neighborhoods, planned developments and specific plan areas in a manner consistent with its long term objectives. The General Plan should be able to identify potential infill sites that can transition from obsolete or inappropriate land uses to the highest level and best use for each site.
- *Identity and Image.* The General Plan should be able to define and emphasize the City's unique characteristics and develop goals and policies to capitalize on that unique identity.
- *Be user Friendly.* The General Plan should state the City's vision in clear and concise terms and leave the technical discussion of traffic, noise, infrastructure, etc. to the appendices. The City encourages the consultant to minimize the amount of text in favor of graphic depictions, including photos, drawings, illustration, maps, tables, and other graphics tools.

General Plan Elements

The City is in the process of updating the Housing Element to meet the June 30, 2008 deadline per State law. Consultants will be expected to incorporate the Housing Element with the General Plan to achieve consistency.

The City wishes to consider including two additional elements as a result of the strategies outlined in the current General Plan. The additional elements are described below:

- **Economic Development-** Focus on strategies the City can implement to improve the economic vitality of its commercial and industrial areas and attract new development.
- **Global Warming-**Consistency with Assembly Bill 32 "Global Warming Solutions Act of 2006"; reducing the emissions of GHGs (Green House Gases), counteract the effects of global warming and protect residents from the adverse effects of global warming.



In addition the General Plan should have all land uses maps updated in a colored format. The maps should be provided in PDF and electronic format/GIS format.

Zoning Ordinance Update

To achieve the highest level of internal consistency and realize the vision of the General Plan, the City is requesting that a comprehensive Zoning Ordinance update be completed in conjunction with the General Plan Update. The Zoning Ordinance Update should support and help to carry out the policies and goals of the General Plan. The Zoning Ordinance update should:

- Be consistent with the General Plan avoiding any legal inconsistencies
- Replace any antiquated language no longer pertinent to the City due to changing trends
- Provide adequate language specific to the needs of the City
- Be clear and precise, and user friendly
- Provide development standards that are not in direct conflict with other standards and regulations
- Avoid repetitiveness
- Specify the relevant reviewing bodies and processes needed to accurately process applications
- Review and make adequate recommendations to discretionary and ministerial project processes including appeal procedures
- Provide an updated colored zoning map, in PDF and GIS format.
- Include specific infill design guidelines for all City zones
- Include a section for drought resistant plant material and xeriscape (plant palette)
- Apply where applicable smart growth, green building standards and form based code principles
- Re-evaluate PUDs, mixed use, setbacks, buffers and privacy issues, non conforming uses, lighting
- Update the code for consistency with state code, including density bonus and second unit legislation

IV. DOCUMENTS TO CONSIDER

The City refers to a number of documents that directly relate to the goals and polices of the current General Plan. These documents are in hardcopy format as follows:

- Whittier Boulevard “On El Camino Real” Architectural Guidelines dated June 1980.
- Specific Plan No. 301 “Braemar Development” adopted February 1996. A completed single-family, recreational area and senior living complex that encompasses an estimated 13 acres.
- Specific Plan No. 400.4 “Rancho De Bartolo Specific Plan” adopted February 2003. A completed mixed-use commercial and industrial development that includes 230 acres.



- San Gabriel River Master Plan. Authored by the County of Los Angeles Department of Public Works as a regional plan that identifies priorities, provides guidance and coordinates multiple goals of the many jurisdictions that share the river.
- Third Main Track and Seven Grade Separation project along the Burlington Northern Santa Fe (BNSF) Railway Company's East-West Main Line Railroad Track and Program Environmental Impact Report.
- 1993 General Plan and General Plan Environmental Baseline Report
- Whittier Boulevard Corridor Traffic Impact Analysis dated October 21, 2003
- 2005-2009 Consolidated Plan, Department of Housing Services
- 24 Hour Traffic Volume Counts, 2006
- 1996 Redevelopment Plan
- Zoning Ordinance
- Any other information required by the Consultant and not accessible by planning staff shall be obtained by the Consultant.

V. SCOPE OF SERVICES

The Scope of Services listed below serve as a minimum guide:

1. COORDINATION
 - a. Participate in bi-weekly staff meetings or as needed.
 - b. Coordinate with all pertinent State, county and local agencies.
2. ANALYSIS
 - a. Review State, county and local documents and assess current conditions.
3. OUTREACH
 - a. Prepare, present and distribute all notices, memos, staff reports, articles, advertisement in newspapers, announcements/updates for website in English and Spanish. Presentation shall be conducted in powerpoint with handouts approved by staff.
 - b. Develop a Community Outreach program in compliance with State law and specify the number of workshops/meetings proposed.
 - c. Ensure that every person who wishes to express an opinion has the ability to do so.
 - d. Provide Spanish interpreter services during workshop meetings.
 - e. Flexibility of having workshops during workday evenings and/or on Saturdays.
4. REVISIONS
 - a. All comments by City staff, Planning Commission, City Council, public and other stakeholders shall be addressed.
 - b. Prepare and track revisions to drafts as required by City Staff.
5. PREPARATION
 - a. Include all material as described in Section III of this RFP.
 - b. Review, evaluate and provide updates to all aspects and contents of the General Plan and Zoning ordinance for a comprehensive update and consistency with state law.
 - c. Prepare General Plan and Zoning Ordinance with the unique challenges, constraints and opportunities of the community.



- d. Avoid generalized statements that do not realistically apply to the needs of the community.
 - e. Organize in a clear and concise manner, easily readable and include use of graphs and maps.
 - f. Draft and final documents shall be in Microsoft Word, PDF and Excel format and GIS where applicable.
 - g. Prepare drafts as required by staff for review.
 - h. Provide all necessary drafts of resolutions, ordinance and other pertinent documentation required by state law for the adoption and approval of the General Plan and Zoning Ordinance update with environmental analysis.
 - i. Provide ten (10) final bound and colored copies.
6. CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)
- a. Prepare and certify all related documents in compliance with CEQA
 - b. Respond to any and all comments by other local, county and state agencies.
7. PUBLIC HEARINGS
- a. Attend all needed Planning Commission and City Council meetings. Specify the number of meetings proposed.

VI. SELECTION PROCESS

The City will use the following process to select the consultant team for the General Plan program:

- **Qualifications of Project Team.** The qualifications of consultant firm and each team member, and subconsultant.
- **Experience.** The relevant and current experience of each member of the team detailing the team members' involvement with the projects described and the outcomes (i.e. met timeline, adoption, etc.).
- **Quality of Work Plan.** The approach to be taken by the Consultant including the scope of services and deliverables.
- **Comprehensiveness.** Ability to provide comprehensive, clear and concise answers to the information requested by the RFP.
- **Schedule.** Proposal of an effective timeline allotting reasonable time ranges per task and demonstration of ability to meet project schedule.
- **Knowledge.** Demonstrated knowledge of federal, State, and local laws, rules and regulations.
- **Cost.** Provide a detailed Not To Exceed cost quotation in relation to the services and products to be provided including a contingency amount.

VII. FORMAT REQUIREMENTS

1. **Cover letter.** A cover letter providing basic Consultant information including proposed Project Manager contact information, introduction and brief description demonstrating understanding of the City of Pico Rivera.



2. **Table of contents.**

3. **Submittal of ten (10) bound copies.**

4. **Work Plan.** A description of the consultant's philosophical and organizational approach to the project. This portion of the proposal should describe how the consultant proposes to capture the essence of the City's vision and translate them into goals, objectives and policies. It should also indicate how the final products will be organized, formatted, and presented in a user friendly document.

5. **Scope of Services.** A detailed Scope of Services providing detailed information on all of the work tasks required to complete the General Plan/Zoning Ordinance Element Update and related environmental document.

6. **Qualifications.** Information on the firms' qualifications and experience. Projects performed by key staff members that are no longer with the bidder's firm shall not be listed among the references. The information should be brief and include the following:

- a. General firm information including the firm size, years in business, organizational chart, number and position of each proposed team member, and the number and size of current projects being worked on by the firm and any subconsultants.
- b. Identification, qualifications, and experience of all persons to be assigned to the project team organization including subconsultants, the assignment of responsibilities, and the percentage of time that each team member is envisioned to devote to this project.
- c. Three most recent project references that the proposed project team has completed, detailing specific tasks worked on, implementation, outcome (met timeline, etc.) and any innovative and unique concepts incorporated into the projects.

7. **Commitment.** Commitment that the consultant team, especially the project manager(s), shall remain in place for the duration of the update.

8. **Schedule.** A proposed schedule detailing the total length of time necessary to prepare the General Plan/Zoning Ordinance Element and related environmental document describing significant milestones during the preparation period.

9. **Cost.** Provide separate cost categories with detailed budget addressing the following three parts:

- a) General Plan Update
- b) Zoning Ordinance
- c) Environmental Analysis

The detailed budget should be prepared in a table format identifying item by item costs for all components of the project, showing the cost per team member (hourly rate) for each



specific task shown in the Scope of Services, plus the cost of any reimbursable items (printing, mileage, etc.).

The project cost shall reflect a not to exceed amount. If a contract is awarded, the City will pay on a percentage completed for each phase of the Scope of Services.

10. **Insurance.** Identification of all available insurance coverage (e.g., Errors and Omissions, Workers Compensation, Automotive, Commercial General, Professional Liability) the firm may have.
11. Any additional information that would reflect the bidder's ability to provide the services described in this RFP.

VIII. SUBMITTAL REQUIREMENTS

1. **Copies.** Request for Proposals may be obtained at the Community Development Department.
2. **Questions.** All questions must be submitted in writing to the Community Development Department. Answers to questions will be made in writing and distributed to all interested firms.
3. **RFP Submittal.** Each proposal shall be submitted in sealed envelope and clearly marked on the outside "General Plan/Zoning Ordinance Update RFP". RFP will be accepted ~~March 31, 2008 at 5:00 p.m.~~ The RFP deadline has been extended to 5:00 p.m. on April 14, 2008. Late and postmarked submittals will not be accepted.
4. **Pre-submittal Conference.** A pre-submittal conference will be scheduled approximately two weeks after the proposal is mailed out. Consultant attendance is not required but is strongly encouraged.
5. Copies, questions and RFP submittals shall be addressed to:

Jeff Brauckmann
Community Development Director
Community Development Department
City of Pico Rivera
6615 Passons Boulevard
Pico Rivera, CA 90660

IX. ADDITIONAL INFORMATION

Right to Reject Proposals

The City of Pico Rivera reserves the right to reject any or all proposal, or any part of any proposal, to waive minor technicalities, or to solicit new proposals on the same project. Proposals may be rejected for any alterations of form, additions or alternatives not requested incomplete proposals, or irregularities of any kind.



Notification of Withdrawal of Proposals

Proposals may be modified or withdrawn prior to the time and date specified for proposal submission by formal written notice from an authorized representative of the consultant. Proposals submitted will become the property of the City of Pico Rivera after the proposal submission deadline and may be released as a public document after that time.

Option of City to Terminate Agreement in Event of Failure to Complete Work

The term of the agreement between the selected consultant and the City shall continue until completed, or until terminated by either party as provided herein. Either party may terminate the agreement at any time upon giving of thirty (30) days written notice to its intention to do so.

Indemnification

The consultant shall indemnify, defend and hold harmless, the City against all liabilities or loss, and against all claims or actions based on or arising out of injury to, or death of persons or damage to or loss of property caused by acts or neglect of the consultant, his/her employees or agents in connection with the performance of this RFP. Interested firms shall be responsible for performing the work under this contract and shall be liable for his/her own negligence and the negligence acts of his/her employee.

Insurance

The consultant shall at their own cost and expense, procure and maintain during the term of this agreement, the following:

- Commercial General Liability Insurance, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate for bodily injury, personal injury and property damage;
- Comprehensive Automobile Liability Insurance, which provides for total limits of not less than \$1,000,000 combined single limits per accident applicable to all owned, non-owned and hired vehicles;
- Statutory Workers' Compensation required by the Labor Code of the State of California and Employers' Liability Insurance in an amount not less than \$1,000,000 per occurrence. Both the Workers' Compensation and Employees' Liability policies shall contain the insurer's waiver of subrogation in favor of Agency and City, and their elected officials, appointed officials, agents, employees, officers, volunteers and servants;
- Professional Liability (Errors and Omissions) Insurance, appropriate to Consultant's profession, against loss due to error or omission in an amount not less than \$1,000,000.



Said policy shall contain a provision that the same shall not be canceled without at least thirty (30) days noticed to the City thereof. Consultant's insurance shall be written by insurers authorized to do business in State of California with a minimum "Best's" insurance guide rating of "A:VII +"

Cost of Preparation of Proposal

The City of Pico Rivera will not pay any costs incurred in the preparation, printing, interview, or negotiation process. All costs associated with preparing and presenting proposals shall be borne by the proposing consultants.

Request for Proposals is not a Commitment

This Request for Proposal is not a contract or commitment of any kind by the City of Pico Rivera and does not commit the City to award a contract or to pay any costs incurred in the submission of a proposal. All proposals will become the property of the City of Pico Rivera.

For Further Information

Please contact Julia Gonzalez, Deputy Director at (562) 801-4332.



Jeff Brauckmann
Community Development Director