



REQUEST FOR PROPOSAL (RFP)

for

CENTENNIAL GENERAL PLAN UPDATE

**Issued by
Bryan T. Swanson
Community and Economic Development Director**

**City of Soledad
248 Main Street
Soledad, CA 93960**

**ISSUED: July 12, 2021
DUE DATE: August 16, 2021 at 5:00 p.m.**

**Questions should be directed to:
Bryan Swanson, Community and Economic Development Director**

831/223-5179 or bswanson@cityofsoledad.com

NOTICE OF REQUEST FOR PROPOSAL

PREPARATION OF THE CITY OF SOLEDAD CENTENNIAL GENERAL PLAN

The City of Soledad invites proposals from qualified firms to provide services to assist staff with the preparation of a comprehensive update to the City's General Plan, and assistance with preparation of related environmental review in conformance with the California Environmental Quality Act (CEQA) necessary for approval of the General Plan.

The Proposer's team for this project should be multi-disciplinary and shall include expertise in all appropriate areas of General Plan development.

The services to be performed by the successful respondent are described in the Request for Proposal in the Project Scope of Work Section. Copies of the Request for Proposal are available at <https://cityofsoledad.com/business/rfps/> or <https://pbsystem.planetbids.com/portal/49392/portal-home>

Qualified firms that would like to be considered will need to submit a response to this Request for Proposals (RFP) no later than **Monday, August 16, 2021 at 5:00 p.m.** Responses must be sent electronically per the requirements outlined in the Submittal Requirements section.

For further information and questions concerning this RFP, please contact Bryan Swanson, Community and Economic Development Director at bswanson@cityofsoledad.com. All requests for information and responses to questions will be posted on the City's website (<https://cityofsoledad.com/business/rfps/>) or (<https://pbsystem.planetbids.com/portal/49392/portal-home>). Please check the City's website for the latest information and queries concerning this RFP.

The City intends to follow, but will not be bound by, the following timeline:

- Distribution of the RFP July 12, 2021
- Deadline to Submit Proposals August 16, 2021, 5:00 pm
- Review of Submittals August 23-27, 2021
- Scheduled Interviews September 20-24, 2021
- Contract Review by City Council for Award October 20, 2021 or a scheduled meeting in November 2021

All responses shall be reviewed and evaluated by the City in order to determine which proposer best meets the City's needs for service. The criteria by which the City shall evaluate proposals are set forth in the Request for Proposal.

The City reserves the right to reject any and all proposals or waive any irregularities in any proposal or the proposal process.

BACKGROUND

The City of Soledad was incorporated in 1921 and is a general law city, with its Centennial being celebrated this year. The City is 4.63 square miles and is located in Monterey County, in the fertile Salinas Valley. The City is connected to the region by U.S. Highway 101 and located in close proximity to Pinnacles National Park. The City is surrounded by agricultural fields on all sides, and growth over the next years will be heavily influenced by the interface between urban development and agricultural lands.

According to the latest State Department of Finance population estimate, the City has 25,301 residents which includes the prison population at Soledad Correctional Training Facility and Salinas Valley State Prison. Soledad is a family-oriented community, where according to the 2010 Census, 67.4% of households had children under the age of 18 living with them, and the City has five elementary schools. The City is predominantly Hispanic or Latino, which made up 86.8% of the population of the last census.

The City of Soledad is primarily built out today within the current City limits with a primary residential base, with limited commercial and industrial development. Primary employment sectors in the Soledad area are agriculture and government (primarily at the prison facilities). There is also a significant percentage of the population that traditionally commutes to Salinas, the Monterey Peninsula, or even the Bay Area for employment.

General Plan

The City of Soledad is considered a full-service city and provides a wide range of services including police, fire, planning, building and safety, maintenance of roads, engineering, water and sewer, code enforcement, recreation, and parks. The last comprehensive revision of the City's General Plan was adopted in 2005. The most recent Housing Element was adopted in 2019.

The Soledad General Plan currently contains the follow Elements: Land Use, Housing (revised in 2019), Circulation, Parks & Recreation, Public Services and Facilities, Economic Development, Conservation, Open Space, Noise and Safety. The City is seeking a comprehensive revision to the City's General Plan to incorporate the numerous changes in State Statutes that have occurred since its last update in 2005.

There are current and future challenges that the City of Soledad faces that will need to be included in this General Plan update. Some of the current and anticipated challenges include:

- **Economic Development:** The City will need to develop a General Plan that will serve to address the jobs to housing imbalance that exists in the area while providing its fair share of needed housing units. Growing an economic base will be critical to continued revenue generation in order to ensure long-term fiscal sustainability.
- **Land Use Changes and Intensification:** While the current City is primarily built out, there are still opportunities for growth through property reuse and/or intensification prior to the annexation of prime farmland. A comprehensive assessment that provides for growth in strategic locations while addressing revenue enhancement and fiscal stability is required.

- Housing: Soledad is experiencing changes in its existing neighborhoods and the need for safe and affordable housing is significant.

SCOPE OF WORK

The City is seeking a qualified firm (“Consultant”) that has extensive experience in preparing General Plans, a proven ability to assess a City’s current conditions, and knowledge of current State and Federal regulations as it applies to the completion of General Plan updates and CEQA compliance. It is anticipated that this update will result in changes to the City’s Land Use Map, Zoning Map and Municipal Code. In addition, the Consultant must be familiar with innovative public participation techniques to maximize public input within the decision making process. The Consultant should be knowledgeable and competent in the environmental analysis and CEQA compliance documents.

Preparation of the General Plan

The comprehensive General Plan update must include a robust public engagement program that engages all sectors of the City’s population in this planning effort; a program that identifies the community values and translates those values into a community vision out to the year 2045. The General Plan update must also identify how the community’s vision and values will be implemented through the General Plan update document. A General Plan Advisory Committee (GPAC) is expected to be formed and utilized as the common thread throughout the update process.

The General Plan update must address what land use opportunities should be explored based on requests received from property owners, compatibility, and strategic locations that will promote revenue development and enhancement, along with the consideration of the adopted City/County Memorandum of Understanding and the policies of the Monterey County Local Agency Formation Commission (LAFCo). The update should also address how current and future technological breakthroughs, such as telecommuting, video conferencing, driverless cars, same-day retail delivery, etc. might affect the livability of the Soledad community and how infrastructure, parking lots and community access might be affected. In addition, the update will need to address all State directives including legislation adopted pertaining to General Plans since 2005, including but not limited to Climate Change and Environmental Justice.

With the Housing Element due for its next update in 2023, it is anticipated this element will need to be included in this General Plan update. Determining which Elements require a comprehensive update vs. reformatting is critical, not only for creating a General Plan that reads as one document, but also a General Plan completed within budget. It is anticipated that the Centennial General Plan will not necessarily follow the form of the 2005 General Plan. The General Plan update will include all newly established elements since the last update in addition to the following elements: Environmental Justice, Air Quality, Equitable and Resilient Communities, Hazard Mitigation, Water, Wastewater and Watershed Planning, Healthy Communities, Climate Change, Public Art, Capital Improvements, Energy, Historic District Preservation, California Main Street Program, Multi-Modal (i.e. Active) Transportation, Public Parks, Buildings and Facilities, Community Character and a Community and Economic Development Element. The City is open to suggestions other than those listed above which the Consultant believes would be of value in producing a General Plan that reflects the needs of the community.

The comprehensive General Plan update should result in a graphic and illustrative document, written in a manner that allows for flexibility rather than rigid policies. The Consultant is strongly encouraged to recommend an approach or vision for this project that will result in an innovative, user-friendly General Plan document.

Environmental Analysis

The Consultant shall be responsible for all CEQA work on the General Plan Update. An Initial Study shall be prepared in conformance with CEQA to evaluate the potential for environmental impacts associated with the General Plan update. Any resulting mitigation measures shall be accompanied by a mitigation monitoring program prepared by the Consultant. The Consultant shall prepare a comprehensive Environmental Impact Report (EIR) for the work contemplated in the RFP in accordance with the latest procedural and substantive requirements of the California Environmental Quality Act. The EIR shall encompass the geographic area to include current City limits, and the proposed General Plan boundary and proposed Sphere of Influence surrounding Soledad. Timing for the preparation of the General Plan update and the EIR shall be overlapping so that the information collection can be used for both documents. This will ensure the preparation of both documents will be parallel and consistent.

The Consultant shall be responsible for any and all procedural steps, including (but not limited to), the preparation of public notices, AB 52 & SB 52 Notifications, Resolutions, Ordinances, Initial Study, Notice of Preparation, Notice of Completion, Notice of Determination, Filing Notices with County Offices, Filing Notices with the State Clearinghouse, providing notices to local and state agencies as needed, Statement of Overriding Considerations (if necessary), Facts and Findings and Responses to Comments. The Consultant shall also be responsible for scheduling and conducting scoping meetings. The scoping meeting shall include either meeting individually with or soliciting comments from all responsible, affected and trustee agencies in order to identify and discuss issues, actions, alternatives, potential and significant environmental effects and potential mitigation measures.

The Consultant will prepare technical support reports, appendices, including but not limited to traffic modeling, geotechnical, biological, air quality, noise, GHG emission reductions, and archeological reports. The City shall review and approve all documents prior to distribution by the Consultant. Policy and implementation programs shall be assessed for their impacts and mitigation measures shall be identified. The EIR shall reference pertinent analysis of the General Plan sufficient to allow for enactment of future development in the City. Cumulative and growth inducing impacts shall also be included in specific sections of the document; the EIR shall consider full “build-out” of the General Plan. A technical appendix clearly identifying all supporting documents shall be part of the EIR.

A Mitigation Measures and Monitoring Program shall be prepared pursuant to CEQA. This document shall be a separately bound document from the EIR. The Consultant shall develop recommended implementation measures appropriate for each element and also identify the appropriate party responsible for implementation, monitoring, capital costs and confirmation of implementation. Recommendations shall be developed for a mitigation monitoring system designed to ensure accomplishment of the General Plan goals.

General Plan Management

The Consultant shall be responsible for the following General Plan update management:

- Preparation and maintenance of a master project schedule based on anticipated project milestone schedules, and integrate all reviews, approvals or other actions required for the reviewing bodies and any other entities.
- Assistance with and/or presentation of all documents to the approval bodies, including the General Plan Advisory Committee (GPAC), Planning Commission, the City Council, and the public through a series of meetings and hearings. The schedule for each phase of the General Plan update should also include intervals or key points when the GPAC will be convened as well as when the Planning Commission and City Council will review work products.
- Assist in the organization and scheduling of, attend, and keep minutes of all project-related meetings.
- Management and supervision of Consultant team; Consultant will review and make changes to any staff reports/ordinances/resolutions during the duration of the General Plan and Housing Element process.
- Delivery of all work products for public review in both paper and electronic formats; and
- Provision and coordination with the City IT Department of a General Plan update dedicated website and resident social media campaign on City and other related community platforms.
- The consultant will create, maintain, and actively operate/post/update a standalone 2045 Soledad General Plan/Housing Element website. The website will be active and live within forty-five (45) days of the execution of the professional services agreement between the consultant and City. The consultant will make changes as needed to the website at the direction of the City. The cost of maintenance, operation and changes will be included in the budget proposal and be considered a “one lump sum charge.” The Consultant will not charge the City for any changes/updates/additions requested during the duration of the General Plan/Housing Element website. The website will also be available to any City staff to make changes/additions/deletions at no cost.
 - o The website will be in English and Spanish.
 - o The website will be usable and functional on all interfaces including the following, phone (app based), tablet and PC.
 - o The website will incorporate any social media platform desired by the City. Including but not limited to: Facebook, Twitter, Instagram, Snapchat, and LinkedIn.
 - o The website will have an interactive GIS type map in which users can identify parcels and inquiry about data for each one selected.

Existing General Plan Audit

The City of Soledad’s General Plan was last comprehensively updated in 2005. Since that time, the State has adopted several laws that affect content and process for general plans. The City has adopted some targeted updates to some of the General Plan elements since they were originally adopted, so some State mandates have been fulfilled.

The consultant will be expected to review the City’s current General Plan in light of applicable State legislation and prepare a memorandum identifying updates needed to bring the General Plan into

conformance with current State law. The consultant will ensure that the City's General Plan follows all current laws.

The City's General Plan may need to be updated to incorporate the following laws adopted since 2005 to include but not limited to the following:

- Climate Change and Greenhouse Gas (GHG) Emissions (AB 32, 2006)
- Local Hazard Mitigation Plan Integration (GHG) Emissions (AB32, 2006)
- Flood Control (AB 162, 2007; SB 5, 2007; AB 70, 2007; AB 156, 2007)
- Sustainable Communities (SB 375, 2008; SB 575, 2009)
- Complete Streets Act (AB 1358, 2008)
- Fire Hazards (SB 1207, 2010; SB 1241, 2014)
- Disadvantaged Unincorporated Communities (SB 244, 2011; SB 1090, 2012)
- Expedited Infill Development (SB 226, 2011)
- Transportation Impacts (SB 743, 2013)
- Property and Business Improvement Districts and Infrastructure Financing Districts (SB 1462, 2014)
- Sustainable Groundwater Management Act (AB 1739, 2014)
- Tribal Cultural Resources (AB 52, 2014)
- Climate Change Adaptation (SB 379, 2015)
- 2030 GHG Emissions Target (SB 32, 2016)
- Planning for Healthy Communities Act (SB 1000, 2016)

Work Plan

The Consultant is to provide a detailed Project Schedule/Work Plan which includes a list of required key tasks, activities, durations and milestones to complete the General Plan update and CEQA documentation. Time frames should be stated in terms of the number of calendar days required to complete the specified tasks using the City's Notice to Proceed as the start date. The schedule should identify time periods as the total elapsed time from the start date. The schedule should track the independent timing for each of the major work components and the different documents to be developed, reviewed, and adopted. The schedule should include the public participation process, interviews, community workshops, and public hearings. City staff will discuss the Work Plan with the selected Consultant prior to execution of a contract for the project.

The Work Plan shall identify the types of data to be prepared, which shall include, but not be limited to, base maps and an inventory/summarization of the following:

1. General land use patterns checked against internal records, circulation system and public infrastructure conditions.

2. Open space, recreation, schools, library, cultural, civic, and park facilities.
3. Housing, population, demographic and social characteristics.
4. Explore, and develop if necessary, new land-use designations to serve future growth characteristics such as, but not limited to, mixed-use projects.
5. Evaluate the Land Use Element and establish internal consistency with other mandated elements in the General Plan, Zoning Ordinance and Zoning Map.
6. Economic conditions and factors, base market analysis, economic multiplier effects on City economy.
7. Critical analysis of existing economic generators and a forecast of potential significance in the near future (10 – 20 years).
8. Local business conditions, including recent commercial and industrial development trends.
9. Prevalent community identity, public perceptions and image.
10. Market study community wide concerning housing, retail, hotel, restaurants, office, research and development and industrial land uses.
11. Prevailing physical constraints and opportunities.
12. Public infrastructure conditions primarily related to additional capacity to accommodate projected growth.
13. Assess the need for additional public facilities, based upon projected increase in land use intensity, population and the correlated need for additional services.
14. Potential hazards.
15. Demographic patterns and trends.
16. Crime statistics by neighborhood.
17. Other data deemed relevant to complete the General Plan update.
18. Any pertinent analysis and reports for information/graphs/maps needed for additional elements included in the General Plan.

The final work plan shall identify the types of graphics to be provided in the General Plan, as well as the types of large scale colored exhibits to be prepared for workshops and Public Hearings. Components of the Work Plan provided by the Consultant shall include:

1. Public Outreach and Education Program – The Consultant shall develop and implement a public outreach and education program to reach the largest number of residents possible and to encourage participation of residents and others who do not typically attend public meetings and become involved in City issues, or face language or other barriers.
2. Meeting attendance – The Consultant should identify a number of meetings with City staff, educational workshops with community groups, the GPAC, Planning Commission and City Council.

3. Status Reports – The Consultant should prepare monthly status reports for submittal to the Council regarding progress on preparation of the General Plan update.
4. Preparation of background technical reports – The Consultant shall identify whether technical background reports will be prepared in-house or by subcontractors.
5. Draft General Plan Elements – The Consultant shall work with City staff, the City Council, and the Planning Commission in drafting the updated General Plan Elements.
6. Environmental Review – The Consultant shall provide completion of all EIR components necessary to ensure an adequate and legally defensible document, including, but not limited to: an initial study; necessary technical studies; evaluation of environmental impacts; identification of potential mitigation measures; analysis of appropriate project alternatives; Statement of Facts And Findings; Statement of Overriding Considerations, if required; and Mitigation Monitoring Program as applicable. Consultant shall also provide CEQA legal review of the draft and final EIR to ensure a legally defensible document.
7. Preparation of Notices – The Consultant shall work with staff to prepare all notices for workshops, public hearings and legal postings. Consultant shall perform all legal noticing relating to county postings, State Clearing House and/or State and Regional Government Agency notification.
8. Adoption of the General Plan – The Consultant shall work with staff to prepare for and present the General Plan update to the GPAC, Planning Commission and City Council. This includes necessary revisions between the Planning Commission and City Council public hearings.
9. Preparation of the Final General Plan – The Consultant shall make all necessary revisions to the General Plan update document as a result of public comments during the public review process.
10. Format of the Final General Plan – The Consultant shall prepare a final copy of the General Plan, and Final plan text, maps and illustrations shall be submitted in an electronic format.

Deliverables

As part of the City of Soledad’s commitment to a paperless organization, all deliverables to be used for internal staff distribution shall be submitted electronically in both Microsoft Word and PDF in a manner to be determined between the Consultant and City. Paper copies shall only be used when required for outside agencies or for the availability of the general public as required. The electronic format should be easily viewed on a desktop or smartphone with no compatibility issues. The City requires two separate General Plans, one (1) in English and one (1) in Spanish. The City desires an electronic version of the General Plan to be an active one for the user. The user should be able to click on items in the table of contents, maps and other important information in the General Plan and be automatically directed to the page. The City desires the consultant to utilize Adobe InDesign to format and present the General Plan. A separate PDF version of the General Plan will also be expected from the consultant.

1. Maps and graphics for all community and public hearing meetings.
2. Existing Conditions Report containing a summary of findings, data, assumptions, and a draft outline of the preliminary General Plan. The report should also contain preliminary policy and land use recommendations and implementation measures.
3. Administrative Draft General Plan

4. Draft General Plan Update
5. Administrative Final General Plan Update
6. Final General Plan Update
7. Administrative Draft EIR
8. Draft EIR
9. Administrative Final EIR
10. Final EIR
11. Facts and Findings and Statement of Overriding Considerations (if applicable)
12. Mitigation and Monitoring Program

MEETING SCHEDULE AND COMMUNICATION

The Consultant will keep the City staff fully apprised of the status for the project by providing timely meetings and other forms of communication.

- Consultant will designate a Project Manager who will be the point-of-contact for the City. This individual will attend all meetings and be responsible for the overall coordination of activities and completion of the General Plan update. Monthly communication with City staff is essential. It is anticipated that these meetings will be comprised of the Lead Consultant, and team members if appropriate, as well as City staff. These monthly meetings will be held in City Hall. Occasional conference calls may be acceptable in lieu of monthly in person meetings.
- It is also anticipated that the use of conference calls will be necessary at various times throughout the process. The number of these meetings is indeterminate and are not in lieu of the monthly meetings.
- A minimum of six (6) but up to eight (8) Planning Commission meetings and ten (10) City Council meetings should be included in the Proposed Budget. Please note that at the discretion of the City, joint meetings of the City Council and Planning Commission may be convened and shall constitute as one (1) meeting. Please list the cost for each individual Planning Commission and City Council meeting as a separate cost item and include these meetings in the Work Plan and Budget, with a distinction between live and virtual meetings as an option.
- Prepare informative PowerPoint presentations for staff to reference at meetings where the Consultant is not present.
- The consultant will provide all public meetings, workshops and presentations in both English and Spanish translation. Spanish only workshops may be necessary. Staff will not serve as a translator in any meeting that requires language translation.
- The consultant will provide all documents at public meetings, workshops and presentations in both English and Spanish translation. Staff will not translate any documents into Spanish, this will be a requirement of the consultant.

BUDGET PROPOSAL

Although an important aspect of consideration, 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. 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. The City desires the Consultant to use available data sources and technical tools provided by local, regional and state government entities in order to minimize costs associated with new data collection efforts. Consultant shall list the available data sources that are proposed to be used.

Proposals should include, at minimum, the costs for the completion of each major task in the work program. Each task should clearly identify the Consultant team member who will be primarily responsible for completing the task. Costs should be segregated into a time and materials rate schedule and a not-to-exceed maximum amount for all work. Indicate hourly rates of individuals involved, number of hours for each component, task or product, and the fee structure for additional work outside of the contract and optional items. Prices shall represent the cost of finished products and cost estimates shall identify expenditures for graphics, base maps, public meetings and hearing participation, printing, legal notices, postage, mailing, advertising, travel, and other incidental and administrative costs.

A separate price quote should be provided for Environmental Review and CEQA compliance work.

NOTE: At the City's discretion, City reserves the right to award separate contracts to differing consultants for the CEQA and the General Plan/Public Participation work. The Consultant's budget should take this into consideration and state if there will be an impact on the work schedule or budget should the Consultant not be awarded a contract for both the General Plan Update and CEQA work. This statement should appear in the Consultant proposal cover letter.

SUBMITTAL REQUIREMENTS

A. Delivery of Proposal

It is the Respondent's responsibility to ensure that the proposal is received by the City prior to the **5:00PM PACIFIC DAYLIGHT TIME on August 16, 2021 (Monday)**. **Respondents are required to submit a full electronic copy by flash drive or through the following link <https://pbsystem.planetbids.com/portal/49392/portal-home>**. Paper submittals are not requested. Documents that exceed file sizes shall contain proper instructions to download appropriate files. Note, proposal submittals received by the City after the hour and date shall be rejected and returned unopened.

B. Format of Proposal

All proposals shall be typed clearly and legibly, in conformance with the Request for Proposal and submitted in an envelope plainly marked outside or titled in electronic mail: **"CITY OF SOLEDAD CENTENNIAL GENERAL PLAN PROPOSAL"**.

C. Quality of Proposal

The emphasis of the proposal should be responding to the requirements set forth in this Request for Proposals and Scope of Work.

D. Contents of Submission

The respondent shall include in its submission, at a minimum, the following information presented in a clear and concise format, in order to demonstrate the respondent's related experience, competence and professional qualifications in performing the services outlined in the Scope of Work.

1) Introduction (transmittal letter)

- a. A brief statement of the Responder's understanding of the scope of work to be performed;
- b. A confirmation that, if awarded the contract, the Respondent acknowledges its complete responsibility for the entire contract, including payment of any and all charges resulting from the contract;
- c. Any other information that the Respondent feels appropriate;
- d. The signature of an individual who is authorized to provide information of this nature in the name of the Respondent submitting the Request for Proposal;
- e. A statement which discloses any past, ongoing or potential personal, financial, and/or organizational conflicts of interest which the Respondent may have as a result of performing the work on this project.
- f. a statement that the Consultant understands that the City may award separate contracts to different consultants for the General Plan update and CEQA work
- g. A statement that the Consultant has read and agrees to the Standard Agreement for Consultant Services and Insurance Requirements or, if there are areas of clarification or disagreement, the Consultant will indicate such in the cover letter. If there are no exceptions, then the proposer agrees to be bound by, and thereby represents its ability to satisfy all terms of the Agreement, if awarded a contract. Alterations or changes to the agreement which were not in the Consultant's response will not be made after the selection of the Consultant. This includes alterations, exceptions, or changes to the insurance and indemnity provisions.

2) Executive Summary

- a. Briefly summarize your understanding of the City's intent and purpose for completing the General Plan update. The Executive Summary should introduce your proposal and your understanding of the City of Soledad, the General Plan update, 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 budget.

3) Background and Experience

- a. A list of the most recent projects for which the Respondent has performed services of similar size, scope and complexity. The list shall include the name, contact person, address and phone number of each party for whom the service was provided, as well as a description of the service performed and the dollar amount of the contract and the date of the performance;
- b. Describe any issue, the characteristics of which would be uniquely relevant, in evaluating the experience of Respondent's firm to handle the proposed project;

- c. Provide current information on professional errors and omissions coverage carried by Respondent's firm, including amount of coverage.

4) Personnel/Professional Qualifications

- a. A list of the Respondent's principals, employees, agents and sub-consultants (project team) which Respondent anticipates assigning to the project and the approximate number of hours each will devote to the project.
- b. Include resumes or curriculum vitae of each such staff member designated above, including name, position, telephone number, email address, education, and years and type of experience.

5) Specialized Knowledge

- a. Describe their knowledge and experience in the particular types of projects described in the Scope of Work.

6) Scope of Work

- a. A concise, complete response to all aspects requested in the Scope of Work.

7) Meeting Schedule

- a. Proposed plan to meet the expectation outlined in the document above.

8) Pending or Completed Litigation History

- a. Please provide all case information regarding completed or pending litigations and or settlements to any environmental work completed by your firm or a party to. Please include all pertinent legal summaries of the complaint and subsequent outcomes.

9) References

- a. Provide references from at least five (5) municipal agencies for whom you have provided similar services.

10) Budget Proposal

- a. Meeting the requirements and information described above. The cost proposal shall be submitted concurrently but under separate cover with the technical proposal. Costs shall be shown for labor by position by firm for total costs for this project. A total cost for the entire project shall be indicated. Negotiations with the selected candidate(s) may begin immediately. Cost Proposals should be broken out by the respective Tasks described in the Scope of Work.

E. Interpretations of the Request for Proposal

If the Respondent is in doubt as to the meaning of any part of the RFP, or finds discrepancies in or omissions from the RFP, the Respondent shall submit to the City a written request for an interpretation or clarification a minimum of forty eight (48) hours prior to the time RFP's are due. All such requests should be addressed to:

City of Soledad
248 Main Street
Soledad CA 93960

Attn: Bryan Swanson, Community and Economic Development Director
Email: bswanson@cityofsoledad.com

The City shall not be responsible for any explanations or interpretations of the RFP other than by written addendum delivered to each Proposer. No oral interpretations of any provision in the RFP shall be binding upon the City.

F. Review of Qualifications and Evaluation Criteria

After the Responses are received and opened by the City, an internal selection committee shall review and evaluate all proposals for responsiveness to the RFP in order to determine whether the Respondent possesses the professional qualifications necessary for the satisfactory performance of the services required. Interviews may be held by the committee as needed. It is likely in the current COVID-19 pandemic that these meetings will be held via video conference. A Professional Consulting Services Agreement will be awarded to the most qualified Consultant. Although price is a prime consideration, it is not the sole determining factor. The City reserves the right to select the appropriate firm based on the most qualified bid that provides the best value to the City. The City also reserves the right to reject any and all responses, if deemed necessary.

The City shall also investigate qualifications of all Respondents to whom the award is contemplated, and the City may request clarification of proposals directly from one or more of the Respondents. It is anticipated this review period will last approximately one (1) to two (2) weeks. In reviewing the proposals, the City may consider the following:

1. Firm's experience and past performance and quality on similar projects, including qualifications and experience of the key project staff members as demonstrated by their past experience and performance on similar projects. **(25 points)**
2. Public participation experience in working with the public formulating goals, engagement and consensus. **(20 points)**
3. Familiarity with the City of Soledad and its challenges and opportunities and a clear understanding of the project and approach articulated that will be taken to accomplish the Scope of Work and help the City to meet its goals. **(20 points)**
4. Quality of the proposal: Completeness and responsiveness to the RFP. **(10 points)**
5. Ability to begin work upon issuance of a notice to proceed. **(5 points)**

6. Demonstrated ability to complete projects within proposed time lines and costs and substantiating adequate staffing levels to complete the project within the time specified in the Proposal. **(20 points)**

7. Quality of references and the results of reference checks as determined appropriate. **(10 points)**

8. Awards won for General Plans, Specific/Precise Plans, Public Engagement, or other Land Use related plans. (5)

9. Overall Budget Proposal. Price is not the sole determining factor for selection of a Consultant. Cost estimates are to be submitted in a separate electronic document at the same time and as a companion document to the proposal. **(15 points)**

CITY will review all proposals and rank Consultants according to their response to this RFP.

The City reserves the right to negotiate terms and scope of work with the highest ranked Consultant. If an agreement cannot be negotiated, the City reserves the right to negotiate with any other Consultant.

The selected Consultant agrees to maintain a City of Soledad Business License for the duration of the contract.

Selection committee results will only be available through submission of a public records request to the City Clerk's office at (831) 223-5014.

ADDENDA, CHANGES, AND AMENDMENTS TO THE SOLICITATION

At any time prior to the due date for responses, the City may make changes, amendments, and addenda to this solicitation, including changing the date due to allow respondents time to address such changes. Addenda, changes and amendments, if made, will be posted on the City's website (www.cityofsoledad.com), which is deemed adequate notice. Any prospective respondent may submit, via U.S. mail or by e-mail, a request to the City's project coordinator to be placed on a list of persons to receive notice of any such addenda, changes, or amendments. The preferred manner of communication is e-mail due to its timeliness.

GENERAL INFORMATION

1. Exceptions/Deviations: Any exceptions to the requirements of this RFP must be included in the consultant's proposal. Such exceptions must be included as a separate element of the proposal entitled "Exceptions and Deviations".

2. Right to Reject Proposals: The City reserves the right to reject any and all responses, which do not meet the requirements of this RFP, and/or any portion of the requirements of this project. Issuance of this RFP and receipt of responses does not commit CITY to award a Contract. CITY also reserves the right to postpone award of a Contract for its own convenience, accept or reject any or all responses received in response to this RFP, and cancel any or all portions of this RFP and resulting Contract.

3. Examination of Proposal Documents: By submitting a proposal, each Consultant represents that it has thoroughly examined and become familiar with the work required under this RFP and that it is capable of performing quality work to achieve the objectives of the CITY.

4. Pre-Contractual Expenses: Pre-contractual expenses are defined as expenses incurred by the consultant in: 1) preparing and reproducing its proposal in response to this RFP; 2) submitting its proposal to CITY; 3) negotiating with CITY any matter related to this RFP and consultant's proposal; 4) other matters prior to the date of award of a Contract. CITY shall not be liable for any pre-contractual expenses incurred by consultants in the preparation of proposals. Pre-contractual expenses shall not be included in the fee proposal.

5. Ownership of Reports and Documents: Originals of all documents, letters, drawings, design calculations, estimates, specifications, and other documents and data including electronic data files produced under the terms of the Contract shall become the property of CITY. Examples of data format files include but are not limited to modifiable word documents, AutoCAD files, Excel files, Adobe files. CITY shall retain all rights in copyright. Copies may be made and retained by the consultant for its records but shall not be furnished to others without the written consent of CITY for a period of three (3) years from the date of acceptance, by CITY, of all requirements of this project.

6. Consultant's Representative: The Consultant shall assign a responsible representative and an alternate, both of whom shall be identified in the proposal. Should a contract be awarded, the consultant's representative shall remain in responsible representative for the duration of the project. Should the consultant's primary representative be unable to continue with the project, the consultant's alternate representative shall become the primary representative. No other changes will be acceptable without prior written approval by CITY. CITY reserves the right to reject any changes to personnel.

7. Subcontracting: Should a contract be awarded, only those firms identified in the Contract as subcontractors or subconsultants shall be allowed to perform work for this project. Any amendments to this requirement shall be made in writing by prime consultant to CITY. CITY has the right to reject any requested amendments at any time during the course of this project.

8. Federal, State, and Local Laws: The Consultant shall comply with all federal, state, and local laws, rules, regulations, ordinances, and statutes.

9. Consultant Selection: CITY will review all proposals and rank consultants according to their response to this RFP and the CITY Evaluation Criteria as outlined in this RFP.

10. Billing Rate Schedule: A billing rate schedule shall be submitted concurrently as part of the technical proposal.

11. Compensation: Should a contract be issued to consultant, all items of work required for completion of a specified project shall be paid for on a not-to-exceed time and materials basis. Costs for any and all items not specifically listed, but required to complete the work (including all exceptions and deviations stated in consultant's proposal), shall be included as part of the total cost proposed. No additional compensation shall be paid for such items. No additional compensation shall be given for any reproduction costs, except those in excess of project requirements stated in a scope of work. Only a change in scope or any significant task addition or increase shall receive consideration for additional compensation. Should a contract be issued to consultant, and the consultant believes that any work it has been directed to perform is beyond

the scope of the Contract and constitutes extra work, it shall notify CITY in writing within ten (10) days. CITY will review such notice and, if justified, authorize additional compensation to the consultant on a fair and equitable basis. Should a contract be issued to consultant, monthly progress payments will be made to the consultant only upon submittal of invoices to CITY. Said invoice shall indicate the percentage completion of each task, as well as the overall percentage completion of the entire project. In addition, an updated schedule showing tasks and their degree of completion shall be provided.

12. Indemnification: Should a contract be awarded, the consultant shall be prepared to indemnify, defend, and hold harmless CITY, its officers, directors, employees, and agents from and against any and all claims, including attorney's fees and reasonable expenses as stated in the City's Consultant Service Agreement.

13. Insurance Requirements: In the event that a contract is awarded, the consultant shall be required to maintain and provide current copies to CITY of the minimum insurance coverages required by the City's Consultant Services Agreement.

14. Contracts/Agreements: The successful consultant shall enter into a Contract with CITY that is based on the contents of this RFP, the consultant's proposal, and CITY Contract. Where two or more consultants desire to submit a single proposal, only one consultant shall be listed as prime consultant. All others shall be listed as subconsultants. CITY shall enter into a Contract for this project with a single firm and not with multiple firms doing business as a joint venture. Issuance of this RFP and receipt of proposals does not commit CITY to award a Contract. CITY reserves the right to postpone award of a Contract for its own convenience, accept or reject any or all proposals received in response to this RFP, negotiate with a consultant other than the highest ranked consultant should negotiations with the highest ranked consultant be terminated, and cancel any or all portions of this RFP and resulting Contract. CITY also reserves the right to award individual or groups of projects to different firms at the sole discretion of CITY.

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