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## REQUEST FOR PROPOSAL

To: Licensed Landscape Architecture and Planning and Land Use Firms  
From: Susan McNeil Schreyer

Date: May 4, 2017

Subject: Parking and Alternative Transportation Modalities Study

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**Request:** The Mission Hills Parking Advisory Committee is soliciting responses from licensed landscape architecture/planning and land use firms to this Request for Proposal to provide a study of Parking and Alternative Transportation Modalities on Reynard Way in the Mission Hills neighborhood of San Diego, as defined in the scope of services. This Request for Proposals is part of the City of San Diego's procurement procedures that require solicitation of consultants qualified for the work outlined below.

Please forward responses to Susan McNeil Schreyer, Chairperson, Mission Hills Parking Advisory Committee at 325 West Washington #2228, San Diego, CA 92103 or to [MissionHillsBID@gmail.com](mailto:MissionHillsBID@gmail.com). Email is checked frequently and we will endeavor to quickly respond to all questions.

**Background:** In 1997 the City of San Diego (City) established Community Parking Districts which are governed by City Council Policy 100-18. The Uptown Partnership, Inc., dba the Uptown Community Parking District (UCPD) is a 501(c)(3) public benefit non-profit organization that manages the UCPD via an annual agreement with the City. Each year, the UCPD develops an Annual Plan & Budget for the Community Parking District which allocates parking meter revenues toward projects that are authorized by the City for the neighborhoods of Bankers Hill, Hillcrest, Mission Hills and Five Points / International Restaurant Row.

Council Policy 100-18: The intent of this Policy is to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts. This Council Policy, subsequent memorandums of law, City Municipal Code & Charter State and Federal Laws guide funding allocations and expenses which are reimbursable by the City for projects within the District.

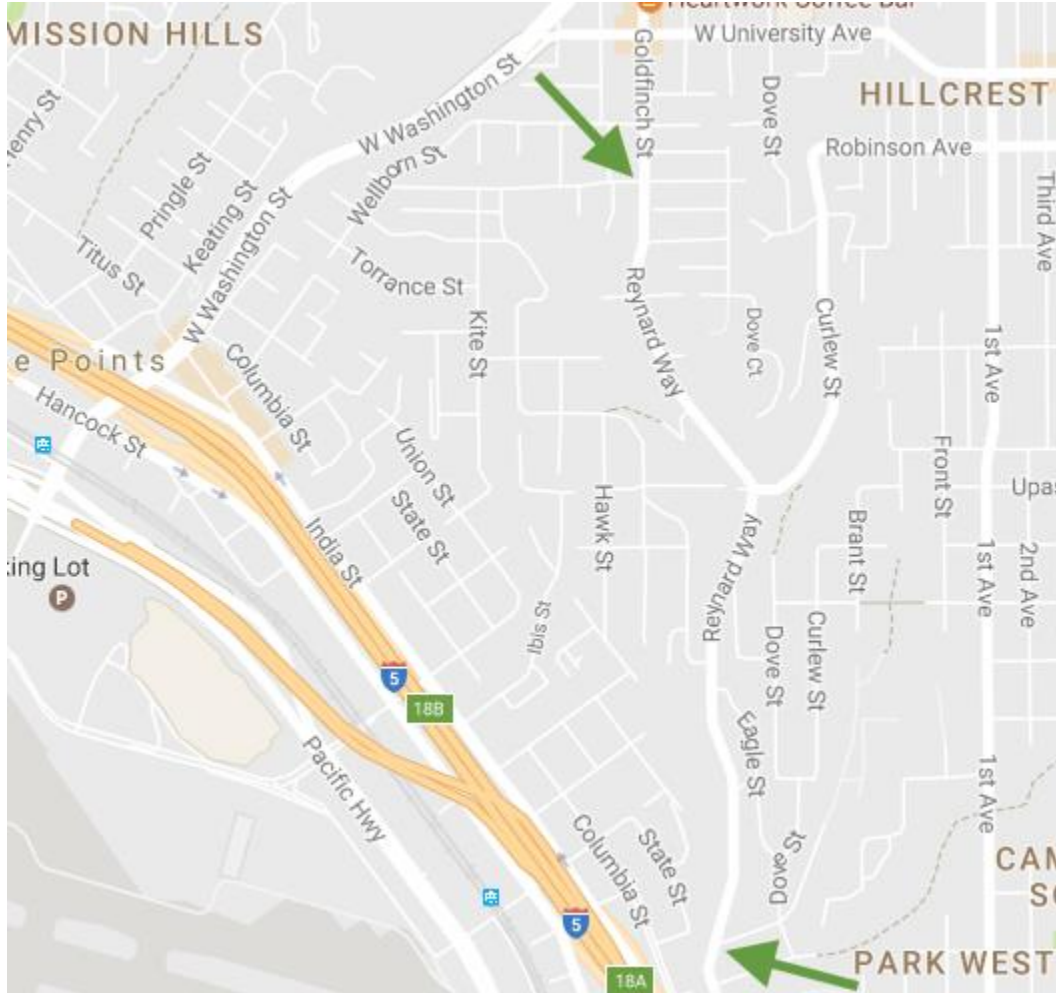
### **Description of Work / Scope of Service:**

Reynard Way is an integral part of the Mission Hills community and its surrounding business and residential communities. It also serves as a circulation connection for commuting between Downtown and Uptown. With collaboration from the Mission Hills Parking Advisory Committee and the Mission Hills Business Improvement District, Reynard Way has the potential to better provide a safe passageway to diversify and serve many transportation modalities used by those travelling along its route. The project study is limited by the guidelines of City of San Diego Council Policy 100-18 and the study budget in the amount of \$50,000. This project study will offer improved parking and transportation modalities, and through public participation from the surrounding neighborhood will consider design alternatives, at a minimum such as the following:

1. Study existing parallel parking for more efficient parking stall alignment to include motorcycle parking, accessible parking, curb cuts and red curbs.
2. Study adding pedestrian walkways for the length of Reynard Way.
3. Study creating bike path routes for the length of Reynard Way.
4. Study building a median for metered parking along the length of Reynard Way.

5. Study adding safety landscape median for the length of Reynard Way between Sutter Street and Maple Street.

**Location Map: INSERT MAP OF PROPOSED STUDY AREA**



Approximate Beginning and Ending Locations (All in Mission Hills 92103):

- Goldfinch Street at Sutter Street
- Reynard Way at Maple Street

**Timelines:**

The deadline for responses to this RFP is May 22, 2017 at 5:00 PM. Consultants interested in responding should advise the Mission Hills Parking Advisory Chairperson as soon as possible. The Mission Hills Parking Advisory Committee expects to select a consultant by May 31, 2017 and anticipates that the consultant will begin work immediately.

**Request for Proposal Requirements**

- I. **General:** The Request for Proposal response should be concise, well organized and demonstrate the respondent’s qualifications and experience applicable to the project within 12 pages.



**II. Contents:** Statements submitted in response to this Request for Proposal shall be in the following order and shall include:

**A. Identification of the entity and identity of all principals.**

1. Legal name and address of company
2. Legal form of entity (partnership, corporation, joint venture, etc.). If joint venture, identify the members of the joint venture and provide all information required within this section for each member.
3. Name, title, mailing address, telephone number, and e-mail address of the person to contact concerning the Request for Proposal.

**B. Experience and Technical Qualifications**

Describe respondent's experience in completing similar projects. List at least three (3) successfully completed projects of a similar nature, together with the name of the client and project manager, telephone numbers, description of work performed, and value of the consulting contracts. Projects that are currently being performed may be submitted for consideration.

**C. Knowledge and Understanding of Local Environment**

Describe the respondent's prior experience working with community groups in the San Diego area and its perceived ability to work closely with the Mission Hills Parking Advisory Committee, Uptown Community Parking District and City of San Diego staff.

**D. Detailed Work Program**

The respondent should describe how it proposes to accomplish the work identified in this RFP. This detailed work program should be submitted in written hard copy and on a thumb drive in a suitable pdf or word format that is capable of being incorporated into the project Contract for Services.

**E. Project Organization and Key Personnel**

1. Describe proposed project organization, including the identification and responsibilities of key personnel. Indicate the role and responsibility of prime consultant and all sub-contractors.
2. Provide a description of the experience and professional licenses, if any, of the consultant's project team, including the team's project manager, and other key staff members. Single page resumes (in addition to the 12 page Request for Proposal Response) the maximum for each proposed team member should be included.

**F. Cost Estimates**

Provide an estimate of the total direct and indirect costs to complete the tasks identified in the Description of Work / Scope of Services (above). A cost breakdown should be provided identifying: 1) the number of staff hours and hourly rates for each team member; 2) an estimate of all other direct costs, such as materials and reproduction costs; and 3) an estimate of sub-consultant services, if needed.

**G. Previous and Current Contracts with the City of San Diego.**

The consultant shall include a list of all contracts awarded to the consultant by the City of San Diego for the last three (3) calendar years. The list shall include a short description of the project, award date, completion date, and contract value. Previous work with the City of San Diego is not a prerequisite for obtaining the contract.

**Consultant Nominating and Selection Process**

**I.** Based upon the submitted Request for Proposal, Mission Hills Parking Advisory Committee members may identify a short-list of qualified consultant for this project. Should it find it to be in its best interest, we reserve the right to make final consultant selection based solely upon evaluation of the written RFPs, without short-listing consultants or conducting oral interviews.

**II.** Mission Hills Parking Advisory Committee members may also interview the short-listed consultants. Based upon the RFP and interview, staff will rank the finalists based on qualifications and recommend the selected consultant to the Board of Directors, which has final authority for selection.

**III.** After this selection has been made, the Mission Hills Parking Advisory Committee will proceed to other negotiations with the entity. The negotiations will cover: scope of work, contract schedule, contract terms and conditions, technical specifications, and price. If the negotiating teams are unable to reach an acceptable agreement with the selected consultant, the negotiating team may recommend that negotiations be terminated, and that negotiations be initiated with the next ranked consultant.

**IV.** After negotiating a fair and reasonable proposed agreement, the Mission Hills Parking Advisory Committee will recommend its approval to the UCPD Board of Directors.

**V.** The contract will then be submitted to the City of San Diego. Final authority to approve the agreement rests ultimately with the City of San Diego.

**Proposal evaluation criteria: Consultants will be considered and evaluated on the following criteria:**

**I.** Experience and technical qualifications of the consultant and potential sub-consultants in completing landscape architecture and land use studies;

**II.** Prior experience of the participating sub-consultant(s) in completing joint projects, if sub-consultant(s) are proposed;

**III.** Knowledge and understanding of the local environment;

**IV.** Adequacy of the proposed Detailed Work Program;

**V.** Project Cost.

## **Special Conditions**

### **I. Reservations**

This Request for Proposal (RFP) is neither intended to expect to obligate Mission Hills Parking Advisory Committee and/or UCPD and/or the City of San Diego to award a contract, or to defray any costs incurred in the preparation of a proposal pursuant to this RFP, nor that Mission Hills Parking Advisory Committee, UCPD, or the City of San Diego assumes any liability or responsibility (express or implied) arising out of this process. No retroactive reimbursement will be made or considered for any costs incurred in preparing a response to this RFP.

### **II. Public Records**

All responses submitted to this RFP become the property of Mission Hills Parking Advisory Committee, UCPD and the City of San Diego and their public records. As public records, these responses may be subject to public review following the selection of any contractor. The responses, however, will remain confidential during the review process.

### **III. Right to Cancel**

Mission Hills Parking Advisory Committee and UCPD reserves the unqualified right to cancel or modify, in whole or in part, this Request for Proposals, including the selection schedule, submittal date, and submittal requirements notice in writing.

### **IV. Compliance with Federal, State and Local Law**

All respondents to this Request for Proposal agree to conform to existing State, Federal and/or local laws relating to proposal disclosures and the ethical obligations required for all prospective contractors with public entities.

### **V. Additional Information**

Mission Hills Parking Advisory Committee and UCPD reserve the right to request additional information and/or clarification from all respondents' submissions to this RFP.