



City of Carson

## Request for Proposal

for preparation of

the Carson 2030 General Plan Update

December 21, 2016

City of Carson  
701 E Carson St  
Carson, CA 90749

[www.ci.carson.ca.us](http://www.ci.carson.ca.us)

## INTRODUCTION AND BACKGROUND

The City of Carson is seeking proposals from experienced land use consulting firms that are interested in preparing a comprehensive update to the City's General Plan. The purpose of the project is to plan the City's development for the future. This update will include all associated environmental documents, including, but not limited to, an Initial Study, an Environmental Impact Report (EIR), and, if necessary, a Mitigation Monitoring or Reporting Program (MMRP) and the Findings of Fact and Statement of Overriding Considerations (SOC).

Carson ("City") is located in the South Bay approximately 16 miles south of downtown Los Angeles. The City is approximately 19 square miles and is surrounded by the cities of Long Beach, Torrance, Gardena, and Compton. The 2010 United States Census reported that Carson had a population of 91,714. The population density was 4,835.2 people per square mile (1,866.9/km<sup>2</sup>). The racial makeup of Carson was 21,864 (23.8%) White, 21,856 (23.8%) African American, 518 (0.6%) Native American, 23,522 (25.6%) Asian, 2,386 (2.6%) Pacific Islander, 17,151 (18.7%) from other races, and 4,417 (4.8%) from two or more races. Hispanic or Latino of any race were 35,417 persons (38.6%).

The City has a large industrial base that includes more than 34 million square feet of industrial space that serve the nearby ports of Los Angeles and Long Beach. Major landmarks within the City include campus of Cal State Dominguez Hills, Olympic Velodrome, StubHub Center stadium and training facilities and the South Bay Pavilion Mall. The City is currently negotiating with developers to develop the Successor Agency's 157 acres with a regional destination.

## PURPOSE AND OBJECTIVES

In 2018 the City will celebrate its 50<sup>th</sup> anniversary as an incorporated city. The City Council and City Manager have set out an ambitious work plan for the City's future. The City is looking for a forward thinking consultant to assist the City and the community to address the following issues in the General Plan update:

### Land Use

- Increased demand for logistics uses because of City's proximity to the Ports of Los Angeles and Long Beach;
- Increased demand for high density housing of up to 80 dwelling units per acre;
- Adoption of a Land Use Plan and an economic development strategy that maximizes creation of job and sales tax growth;
- Preserving and protecting of core residential areas from incompatible elements and land uses;
- Addressing aging single family housing stock by creative means to encourage redevelopment;

### Transportation, Mobility, and Infrastructure

- Increased truck traffic on City streets and associated impacts related to noise, vibration, and air quality;
- Increased demands on City's aging infrastructure system;
- Capitalizing on the City's access and proximity to major transportation corridors;
- Preparing for the future of mobility in the City by exploring mass transit, autonomous vehicles, reduced car ownership and alternative fuels, and Neighborhood Electric Vehicles (NEVs)
- Exploring ways to better utilize the City's existing street network capacity to meet the demands of passenger vehicles, transit, alternative transportation modes, and goods movement;

### Built environment, Environment, and Community Health

- Exploring strategies to improve the quality of life for the community;
- Examining creative solutions to improve the environment and create a healthy and sustainable community;
- Improving the current aesthetics of the City such as streetscape and facades through creative financing methods;
- Establishing a distinct community design/community character;
- Creating an identity for City neighborhoods, creating a sense of community in each neighborhood, exploring connecting the components of each neighborhood such as homes, shopping, schools, and parks by walking trails, bike lanes, Neighborhood Electric Vehicles (NEVs), and identifying desired amenities for each neighborhood;
- Identifying possible opportunity areas for the Dominguez Channel to become an amenity for the community;

### Fiscal

- The City has been running on a structure deficit for the past several years. It is critical that this update examine ways to balance the increasing cost of providing services with limited sources of revenue;

### Community Outreach

- Engaging community stakeholders including civic leaders, residents, and the business community through a balance of traditional and innovative methods to get input on critical issues, keep them updated on the process, and to educate them on issues and concepts.

## **STATUS OF THE CITY'S GENERAL PLAN**

The City's General Plan was last updated in 2004, except the housing element which was updated in 2014.

## SCOPE OF WORK

The City is requesting that the consulting team prepare an update to the Carson General Plan except for the housing element. It is expected that the existing updated housing element will be folded into the new General Plan document. While the General Plan update will include the six of the seven required elements (noise, safety, circulation, land use, open space and conservation), the City is more concerned that the plan is organized around issues facing the City and the community, not a template of state law. The City expects documents to be prepared in a format that is clear, concise, and easy to read. With regard to the final General Plan document, the City expects the document to be prepared in a format that is:

- User-friendly – Engaging, easy to understand, and doesn't rely on user guides
- Succinct – Small in size but large in impact
- Action-oriented – Focuses the user attention on concise and feasible strategies that align with limited resources and can be monitored for effectiveness over time

The following describes specific components that should be included in the scope of work. However, the City is open to suggestions other than those listed here, which would be of value to producing a General Plan that reflects Carson's unique nature.

1. Prepare a detailed work program for the General Plan update. It is the desire of the City to complete the entire process within two years.
2. Prepare a Strategic Visioning/Priority Setting Strategy to guide the community participation program and policy development process.
3. Develop a community participation program which should include facilitated meetings and public workshops. The City is not set on including a General Plan Advisory Committee and would like the consultant to provide their recommendation of how to best engage the community.
4. Prepare a General Plan background report that identifies the current status of infrastructure capacity and other critical items.
5. Prepare a sustainability indicators report to provide an overview of sustainability in Carson based on published sources such as the STAR Community Rating System.
6. Prepare a comprehensive update of the General Plan and required Environmental Impact Report. All existing elements are proposed to be updated except for the Housing Element.
7. Prepare a fiscal analysis. The fiscal analysis should review the impacts of proposed policies to determine if there are sufficient funding sources to accommodate anticipated infrastructure and services associated with build out of the preferred alternative in the new General Plan and programs proposed in the General Plan and provide specific recommendations for funding sources if funding is not available.
8. All maps may be required to be prepared utilizing the Arc GIS system.
9. Provide electronic/digital copies of all work generated as it becomes available.

10. Provide a General Plan "administrative proof document" to be used for reproduction and tracking updates.
11. Provide an electronic/digital copy General Plan document (including maps).
12. Integrate all elements into one General Plan document with uniform text layout and format.
13. Work with staff to identify inconsistencies between the updated General Plan and the Municipal Code and recommend a list of programs to ensure consistency with General Plan goals and programs or to be implemented.
14. Prepare an easy to use goals and policies manual that can be used on a daily basis by decision makers, community, developers, and staff.
15. Prepare an implementation manual that identifies all tasks necessary to implement the General Plan. This manual will assist the City to prioritize the tasks and budget for them.

### **CURRENTLY AND RECENTLY COMPLETED PLANNING INITIATIVES**

There are several planning studies that are recently started, ongoing, or recently completed that need to be incorporated into any General Plan document.

1. Carson Vision Plan
2. Carson Pedestrian Master Plan
3. Carson Street Master Plan Implementation Project
4. Enhanced Infrastructure Financing District Feasibility Analysis
5. Pavement Management Plan

The above listed documents will be made available, where possible, on the City's website at the time the RFP is posted.

### **TASKS AND DELIVERABLES**

Listed below is a list of expected tasks to be completed by the chosen consulting team along with the meetings and deliverables expected for each task. All deliverables shall also include an editable, digital copy.

1. Strategic Visioning/Priority Setting Strategy (15 copies)
2. Public Participation Program (15 copies)
3. Existing Conditions Report (15 copies)
4. Sustainability Indicators Report (15 copies)
5. Administrative Draft General Plan (3 copies)
6. Draft General Plan Update for public hearings (20 copies)
7. All Environmental Impact Report (EIR) Notices (3 copies)
8. Initial Study and Technical Reports for EIR (3 copies)
9. Draft Mitigation and Monitoring Program (3 copies)
10. All Responses to Comments (3 copies)
11. Draft Findings of Fact and Statement of Overriding Considerations (3 copies)

12. Findings of Fact and Statement of Overriding Considerations for public hearings (20 copies)
13. Mitigation and Monitoring Program for public hearings (20 copies)
14. Final EIR (20 copies)
15. Final General Plan (20 Copies)

#### **PROPOSAL SUBMITTAL REQUIREMENTS**

Proposals must be received by the City of Carson by the following due date (Postmarks not accepted):

**February 6, 2017**

Submit your proposal by delivering 3 copies and 1 electronic file in pdf format to:

City Clerk's Office

City of Carson

701 E Carson St

Carson, CA

Attention: Richard Rojas, AICP, Senior Planner

It is anticipated that firms may prefer to team or joint venture with other firms in order to meet all of the qualifications necessary to carry out the project. For joint ventures, there should be a lead or prime consultant.

Proposals shall include the following information:

1. **Cover Letter**
2. **Table of Contents**
3. **Project Understanding.** The proposal should include a brief synopsis of the consultant's understanding of the City's needs and how the consultant plans to meet these needs. This section should provide a broad understanding of the consultant's entire proposal.
4. **Scope of Work.** The Consultant shall include in its proposal a detailed scope of work and understanding of the process to undertake such projects and complete it in compliance with all applicable rules, regulations, standards and requirements.  
The scope of work shall indicate the tasks/actions the consultant expects City to perform/take; and the schedule shall show critical path items that are dependent of City's actions.
5. **Project Schedule.** A detailed schedule showing tasks, milestones, and anticipated public meetings should also be included showing a clear time line, critical path that leads to a final approved project.
6. **Project Staff Qualifications.** Provide an organization chart showing the names and responsibilities of key personnel. Provide resumes of proposed staff.
7. **Statement of Experience.** Provide a summary of your firm's general qualifications, including:

- Business name, address, and phone/fax numbers of the prospective consultant and legal entity such as corporation, partnership, etc.
  - Number of years the prospective consultant has been in business under the present business name, as well as related prior business names.
  - A statement that the prospective consultant has a demonstrated capacity to perform the required services.
  - A statement that the consultant has an organization that is adequately staffed and trained to perform the required services or demonstrate the capability for recruiting such staff.
  - Experience related to General Plan updates and environmental impact reports, of principal individuals in the perspective consultant's present organization who will be responsible for performing the required services. Detail current positions, years of service experience, including capacity, magnitude and type of work performed by each of the principals.
  - If a consultant intends to subcontract any portion of the service delivery described in this RFP, consultant must identify the subcontractor and the tasks the subcontractor is proposed to perform.
8. **References.** Provide 5 public agency references for past similar projects completed by consultant and, if applicable, consultant's subcontractors.
  9. **Proposed Fee:** Each respondent shall submit a single copy of a fee proposal in a separately marked, sealed envelope. The fee proposal shall indicate the expected total fee for the work described in the consultant services proposal. The total fee shall be itemized by task, including consultant staff time and hourly rates, and other direct costs such as printing and travel. The fee proposal shall be signed by an individual authorized to bind the consultant firm. The City has currently allocated a \$1,000,000.00 budget for the General Plan update.

## QUESTIONS AND RESPONSES

For questions regarding this project, please contact via e-mail only:

Richard Rojas, AICP  
Senior Planner  
rrojas@carson.ca.us

Responses will be posted 10 days prior to the proposal submittal deadline on City's website at:

<http://ci.carson.ca.us/Finance/Bidding.aspx>

**MINIMUM CONSULTANT REQUIREMENTS**

All consultants must:

- 1. Have no record of unsatisfactory performance. Consultants who are or have been seriously deficient in current or recent contract performance, in the absence of circumstances properly beyond the reasonable control of the Consultant, shall be presumed to be unable to meet this requirement.
- 2. Have the ability to maintain adequate files and records and meet statistical reporting requirements.
- 3. Have the administrative and fiscal capability to provide and manage the proposed services and to ensure an adequate audit trail.
- 4. Meet other presentation and participation requirements necessary for the project.

**CONSULTANT SELECTION PROCEDURE**

As previously stated, the City is looking for a forward thinking consulting team that can produce clear, concise, and easy to read documents. The City will evaluate the proposals submitted, and select the most qualified consultant for the project. The proposals will be evaluated based upon several factors. These factors include the format, organization, layout and presentation of the proposal, the qualification and experience of the project staff, and the experience in similar type projects. In evaluating the proposals, the City will apply the following point system:

1. Project Understanding	15 points
2. Scope of Work	20 points
3. Project Approach	15 points
4. Project Staff Qualifications	10 points
5. Related experience	10 points
6. Quality of proposal	10 points
7. Familiarity with City, County, and State procedures	10 points
8. References/satisfaction of previous clients	10 points
Total:	100 points



## PROJECT SCHEDULE

The following is a general overview of the project schedule:

1. Issue RFP - December 21, 2016
2. Proposals Due - 4:00pm on February 6, 2017
3. Consultant Interviews - February 27, 2017
4. Completion of Scope and Fee Negotiation - March 20, 2017
5. Award of contract by City Council - April 18, 2017
6. Start of Work - April 24, 2017