



City of Grover Beach Request for Proposals Land Use Element and Environmental Document November 18, 2008

Introduction

The City of Grover Beach is requesting proposals from qualified consulting firms to update the City of Grover Beach Land Use Element of the General Plan and to prepare the associated Environmental Document. Responses to the issues set forth in this Request for Proposal (RFP), as well as prior relevant experience working on similar projects will be considered in the selection process.

Background

The City of Grover Beach is a seaside community located in San Luis Obispo County, halfway between Los Angeles and San Francisco. The City lies between scenic Highway 1 and Highway 101. The City of Grover Beach is approximately 2.25 square miles in area and is contiguous with the boundaries of the cities of Pismo Beach and Arroyo Grande, and the unincorporated county area of Oceano. The current population of the City is estimated at 13,085 persons, according to January 1, 2007 statistics from the State Department of Finance. The City was incorporated as a general law city in December 1959, and currently exceeds 80% of its dwelling unit build-out capacity. Development activities include redevelopment projects, in-fill development, and new construction projects. Grover Beach is generally considered an underdeveloped community that in recent years has been experiencing growth pressures due to the increased value in real estate, favorable interest rates, tight housing market, and appreciation of the City as a coastal community. This has resulted in concerns over what the future direction of development should be. It has also resulted in areas of philosophical and real land use conflicts.

The current Land Use Element for the City of Grover Beach was last updated in 1992. Since this date, the City has undertaken many planning programs to assist in review of future development and the promotion of affordable housing, including the Grover Beach Visioning Project (2005), a City Affordable Housing Density Bonus Ordinance (2007), and a Planned Development Zoning Overlay District for the West Grand Avenue Corridor (2008). The Land Use Element divides the City into planning areas, similar to neighborhoods, districts and corridors. The planning areas address many aspects of land use and they provide an analysis of development issues and policies. These planning areas are ripe for reconsideration of their boundaries and policies to reflect current City Council concerns and goals, specifically in the areas of affordable housing and economic development.

A firm was retained to start the update process; however, the contract was terminated prior to completion of this work.

Preliminary Scope of Work

The City of Grover Beach seeks creative solutions to address the City's future land use plan. The intent of this update process is to produce a Land Use Element that is more reflective of the desired development pattern of the City of Grover Beach. An environmental document will need to be

developed to address any potential environmental impacts resulting from potential changes in the land use plan and any anticipated or required development ordinances.

Several tasks have already been completed by a previous consultant. These include the following:

1. Background/Existing Conditions Report;
2. Scoping Meeting;
3. Stakeholder Interviews with Council Members and Planning Commissioners to determine priorities for the Land Use Element Update (although new City Council Members and Planning Commissioners may need to be interviewed);
4. Public Workshop to discuss the Land Use Element Update process;
5. Preliminary environmental documentation (not including Air Quality analysis), including draft chapters of the Environmental Impact Report (some partially completed);
6. Draft chapters of the Land Use Element (some partially completed); and
7. Traffic model database (completed by Omni-Means, a Traffic Consultant) for use in the Environmental Impact Report.

Required Tasks: Subject to refinement and mutual agreement, the consultant will need to provide a description of how your firm would prepare the following tasks:

Task 1 Project Coordination/Public Participation

Taking into account the work already completed, identify how your firm would manage and coordinate the completion of this project, and key staff members who would be involved in coordinating it, including their experience coordinating similar projects.

The City anticipates significant public interest in participating in the identification of issues and options for this project. The public participation component of this project should include public workshops and other outreach efforts with an emphasis on assisting the community with building consensus on a vision for the future. Describe your firm's approach for the public participation component of this project. Be sure to indicate how many public hearings with the Planning Commission and City Council are anticipated for adoption of the Land Use Element and environmental document.

Task 2 Land Use Element

The Land Use Element should include up-to-date planning areas and analysis of build-out and holding capacity. The Element should also be internally consistent with the recently adopted Parks and Recreation and Circulation Elements and the current update of the Housing Element (currently in the refinement process for HCD certification). The Land Use Element should briefly touch upon the City Improvement Agency's project areas and the Local Coastal Program. Policies and programs should identify appropriate implementation measures through updates of the Zoning Ordinance if necessary, and/or the need for other projects that might come out of the update process, such as areas to master plan or areas that would be appropriate for Specific Plans. It is anticipated that Staff will work closely with the consultant on the Land Use Element.

Recognizing that the LUE had not been updated since 1992, in 2004 the City Council initiated a city-wide visioning process to discuss with Grover Beach residents how they would like their community to

change over time. The Visioning Project involved a series of three community workshops, subsequent compilation of workshop results in a summary format and preparation of a Final "Visioning Project Report." A summary of the Consensus Vision is provided in Attachment 2. This should be used in the preparation of the Land Use Element.

Task 3 Prepare an Environmental Document

This project will require an Environmental Impact Report (EIR). The consultant should provide cost options for the completion of that document. The environmental component of this project should include consultant preparation of all environmental noticing and transmittals (e.g., Notice of Preparation, Notice of Determination, etc.). An initial draft of an EIR (not including the Air Quality analysis) has been prepared and should be used to complete this task. Completion of the EIR would include the Air Quality analysis and the required discussion of the project's compliance with AB 32, Greenhouse Gas Emissions.

Budget

Provide a proposed budget and identify each task, anticipated hours, staff and hourly rates. The budget for this project should include the cost of public participation (if it is determined that additional work in this area is needed) and completion of all deliverables, including the Land Use Element and the EIR.

Deliverables

Consultants will be responsible for all mailings, including those required for review of the required environmental document.

- Administrative Draft Land Use Element Element - 5 copies;
- Draft Land Use Element Element - 20 copies plus 1 reproducible copy;
- Final Land Use Element - 20 copies plus 1 reproducible copy;
- Administrative Draft Environmental Document - 2 copies;
- Draft Environmental Document - 25 copies plus 1 reproducible copy;
- Final Environmental Document - 20 copies plus 1 reproducible copy; and
- Electronic copies of all deliverables for posting on the City's website.

The final deliverables and quantities specified should be included in the estimated cost of services.

RFP Submittal Requirements

Consultants responding to this Request for Proposal must present satisfactory evidence to the City, indicating its ability to meet the Scope of Work outlined above. Each proposal must include the following information:

- Understanding of the Scope of Work.
- Proposed approach to the project.

- A brief description of the background and capabilities of the consultant.
- The project leadership and staff assigned to this project and their qualifications (resumes).
- A detailed statement and examples of directly relevant experience performing work on similar projects, and project references.
- The name and background qualifications of any sub-consultant proposed to be used for this project.
- A description of any honors and awards received for similar work done by the firm.
- A schedule of fees or hourly rates charged by the consultant.
- An estimate of the number of hours by various staff members which would be assigned to the project, including a time schedule for completing the scope of work (time line).
- The name, address and telephone number of the person to whom correspondence should be directed.
- Project budget.
- Any other information that may assist the City in ascertaining your firm's qualifications.

Consultant Selection Process

A Selection Committee will review the proposals, and the most qualified consultants will be invited for an interview with the Committee. Following the interviews, the Committee will select the consultant which it feels has demonstrated the best qualifications and ideas for this project, and recommend that the City Council/Improvement Agency approve the selection and direct staff to negotiate an Agreement for professional services. It is anticipated that the selection of a consultant will be made by January 2009.

The City reserves the right to act as the sole judge of the contents of all proposals. In soliciting these proposals, it is the intent of the City to have the best possible service performed on this project. Therefore, selection of the consultant will be based upon the following considerations and criteria:

- Consultant's demonstrated experience with similar projects involving municipalities and other public agencies.
- Consultant's demonstrated ability to manage and coordinate the project.
- The quality, amount and type of services proposed.
- The thoroughness of materials submitted, including the proposed work plan.
- Any other considerations deemed pertinent by the City.

All proposals received in response to this RFP shall become property of the City. All proposals shall become a matter of public record and shall be regarded as public records except for those parts of each proposal which are defined by the consultant as business or trade secrets, provided that the said parts are submitted in a sealed envelope and clearly marked as "confidential" or "proprietary".

The City may conduct reasonable inquiry to determine the responsibility of the consultant. The submission of a proposal constitutes permission by the consultant for the City to verify all information contained therein. If the City deems it necessary, additional information may be requested from any consultant. Failure to comply with such a request may disqualify a consultant from further consideration for this project.

Documents Available

Your firm may contact the City to obtain documents, as necessary, to assist in preparing your RFP. Documents available include: Existing General Plan Land Use Element, Zoning and Land Use Maps, Local Coastal Program, the Grover Beach Visioning Project, City Standards and Specifications, items listed under Preliminary Scope of Work on Page 2 of this document and other information as requested.

RFP Submission Deadline

Five (5) copies and one (1) reproducible copy of each proposal must be received by 5:00 p.m. December 19, 2008. Please submit proposals to:

Ms. Pat Beck
Interim Community Development Director
City of Grover Beach
154 South 8th Street
Grover Beach, CA 93433

Consultant Inquiries

For further information or inquiries about this RFP, please contact Ms. Pat Beck at (805) 473-4530.

Thank you for your interest in submitting a proposal on this project.