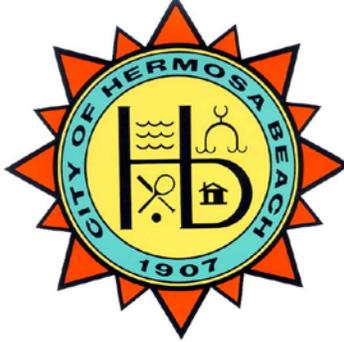


CITY OF HERMOSA BEACH



REQUEST FOR PROPOSAL

FOR

**COASTAL ZONE PARKING MANAGEMENT
AND RECOMMENDED STANDARDS STUDY**

NOVEMBER 1, 2016

UPDATED 12-15-16 TO EXTEND SUBMITTAL DEADLINE TO 12-29-16

City of Hermosa Beach
Community Development Department
Civic Center
1315 Valley Drive
Hermosa Beach, CA 90254

COASTAL ZONE PARKING MANAGEMENT STUDY

The City of Hermosa Beach (City) is requesting proposals from qualified consulting firms to prepare a Parking Management Study and Parking Standard Recommendations for the Coastal Zone in Hermosa Beach. A detailed project description is provided in the attached Request for Proposals (RFP).

Schedule:

Release of the RFP:	November 1, 2016
Deadline for Written Questions:	November 21, 2016 – extended to 12-21-16
Responses to Questions Posted on Web:	December 1, 2016 - extended to 12-22-16
Proposal Due:	December 8, 2016 no later than 4:00 p.m. EXTENDED TO DECEMBER 29, 2016 no later than 4:00 p.m.

Five paper and one electronic copy of the Proposal must be received no later than 4:00 p.m., ~~December 8, 2016~~ December 29, 2016. Postmarks are not acceptable. Please direct questions and inquiries to:

Kim Chafin, Senior Planner
Community Development Department
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254
kchafin@hermosabch.org, 310-318-0242

Sincerely,

Ken Robertson, Director
Community Development Department

City of Hermosa Beach Request for Proposal

The City is seeking proposals from qualified consulting firms to prepare a Parking Management Study and Recommended Parking Standards for the Coastal Zone.

I. SUMMARY

The City of Hermosa Beach is a general law city which operates under the council/manager form of government. The City was incorporated in 1907, and is a built out coastal city with approximately 20,000 residents, two miles of popular City-owned sandy shoreline on the southern end of Santa Monica Bay, and a diverse mix of recreational, cultural, and commercial activities. Though Hermosa Beach is relatively small at just 1.4 square miles, nearly half of the land area is within the Coastal Zone. Along the coast, Hermosa Beach plays host to nearly 100 annual special events, offers numerous coastal recreational amenities and activities, provides a range of visitor uses and accommodations, attracts upwards of three million visitors annually, and provides an exceptionally high quality of life to residents. With tourism serving as a primary local economic driver, the protection of and access to our beach and coastal areas is one of the highest priorities in Hermosa Beach.

Over the past three years the City has initiated several important and forward-thinking planning processes to define the community vision for the future of Hermosa Beach. These efforts include comprehensive updates to the City's General Plan and Local Coastal Program, both of which had not been substantially updated in nearly 30 years. The City has engaged the community in an extensive dialogue to develop the integrated General Plan/Coastal Land Use Plan (LUP) – PLAN Hermosa – with grants from the Strategic Growth Council, California Coastal Commission, and Coastal Conservancy. It is anticipated that PLAN Hermosa will be reviewed by City Council and adopted in early 2017.

In August 2016, the City of Hermosa Beach was awarded grant funding from the California Coastal Commission to support completion and certification of the City's Local Coastal Program. This grant includes funding for various technical studies related to sea level rise, overnight accommodations, and efficient parking management. The grant includes several tasks or steps to take the City's Draft LCP through to certification, including:

- Task 1. Coordinate with the Coastal Commission
- Task 2. Engage the Community in the Draft Implementation Strategies
- Task 3. Refine the Draft Implementation Plan
- Task 4. Conduct Local Public Hearings
- Task 5. Submit IP to Coastal Commission
- Task 6. Prepare Post Certification Materials

II. SCOPE OF SERVICES

The City has a portion of the grant funding available to hire a consulting firm to support the parking related strategies and studies needed for the LCP. The purpose of the RFP is to solicit proposals from qualified consulting firms to prepare a Coastal Zone Parking Management Study for the City of Hermosa Beach. Close coordination with the City team is essential.

Since this study is funded by the California Coastal Commission Grant, proposers should prepare a scope of work, tasks, schedule, and budget that align with the City's LCP Grant. Proposers may incorporate subtasks or steps within a particular task, but may not deviate from the overall tasks.

Task 1. Coordinate with the Coastal Commission

Selected consultant will be expected to prepare materials for and attend one meeting with Coastal Commission Staff (in Long Beach or Hermosa Beach).

Task 2. Engage the Community in the Draft Implementation Strategies

Selected consultant will be expected to participate and provide supporting materials for two community engagement events - one educational series event, and one workshop/walking tour. City staff will lead community engagement logistics of facility reservations, scheduling, advertising, etc.

Task 3. Refine the Draft Implementation Plan

Selected consultant will evaluate future parking availability and demand, based on the previously completed parking utilization study (City of Hermosa Beach, Beach Access and Parking Study, January 2015), with proposed parking strategies from the Downtown Core Revitalization Strategy, the City Facilities Master Plan currently underway, and the effect of parking policies and multimodal enhancements proposed under the draft PLAN Hermosa. This study should include a review of the City's current parking standards for various uses, identify peak use times, and survey businesses to determine existing parking availability and demand. This study will form the basis to establish or revise parking standards and recommend adjustments to parking permit and fee programs within the Coastal Zone to balance coastal access with efficient use of the City's limited land resources and achievement of the City's economic development and mobility goals. The results of this study should be summarized in a technical memo and should include recommended parking standards and/or fee rates for various uses within the Coastal Zone and specifically the Downtown Core.

Task 4. Conduct Local Public Hearings

Selected consultant will be expected to attend and participate in two study sessions, one with the Planning Commission and one with the City Council.

Task 5. Submit IP to Coastal Commission

Selected consultant will have no role in this task.

Task 6. Prepare Post Certification Materials

Selected consultant will have no role in this task.

The City is additionally obligated to complete work within certain timeframes for each task, and should be considered by proposers in the development of a schedule. The City anticipates that the tasks performed by a consultant under this RFP will be completed by July 2018. All grant funded work must be completed by September 2019. The City’s Grant Agreement with the Coastal Commission includes the following start and completion dates:

ACTIVITY	START DATE	COMPLETION DATE
Task 1. Coordinate with Coastal Commission Staff	11/1/2016	9/30/2019
Task 2. Engage the Community in the Draft Implementation Plan Strategies	1/1/2017	5/30/2018
Task 3. Refine the Draft Implementation Plan	11/1/2016	3/31/2018
Task 4. Conduct Local Public Hearings	4/1/2018	7/31/2018
Task 5. Submit Package to Coastal Commission	8/1/2018	6/30/2019
Task 6. Prepare Post-Certification Materials	7/1/2019	9/30/2019

III. RELEVANT DOCUMENTS AND BACKGROUND INFORMATION

Proposers should review and consider the work already completed or underway in the development of approach, budget, and schedule. The following links are provided for your convenience:

- Public Review Draft PLAN Hermosa – General Plan and Local Coastal Program – Released December 2015
<http://www.hermosabch.org/index.aspx?page=767>
- City of Hermosa Beach – Beach Access and Parking Study – January 2015
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5440>
- Hermosa Beach Downtown Core Revitalization Strategy – January 2014
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=6059>
- Hermosa Beach Municipal Code – Parking Standards
<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach17/HermosaBeach1744.html#17.44>
- City of Hermosa Beach LCP Grant Application – May 2016
<http://www.coastal.ca.gov/lcp/grant-apps-15-16/HermosaBeach.pdf>
- Civic Facilities Master Plan
<http://hermosabeach.legistar.com/gateway.aspx?M=F&ID=9cc95730-27ea-47df-bf8e-fd6e33936304.pdf>
Relevant PLAN Hermosa Supporting Documents - Existing Conditions Report, Key Issue Paper, Local Coastal Program Key Issues Papers, Adopted Plans and Documents
<http://www.hermosabch.org/index.aspx?page=856>

IV. PROPOSAL FORMAT AND CONTENT

Proposals must be received no later than **4:00 p.m. on December 29, 2016** ~~December 8, 2016~~ by the Hermosa Beach Community Development Department, Civic Center, 1315 Valley Drive, Hermosa Beach, CA 90254. Postmarks are not acceptable. In preparing proposals, consultants

should note that time is of the essence in, and the development of and adherence to an efficient project timeline is important.

Proposals should be responsive, concise, and free of jargon to the extent possible. To conserve paper, printed proposals should be double-sided and should be 30 pages or less. **Please submit 5 copies and email an electronic version to kchafin@hermosabch.org.** Proposals should more or less conform to the following order and content. Utilize Microsoft Office software; ensure PDF documents are searchable; file sizes for public documents not to exceed 20 MB for uploading to City website.

Section 1. Cover Letter - A cover letter identifying the name, address, phone number, and E-mail address of the firm, signed by an individual authorized to execute a contract with the City of Hermosa Beach. The letter must stipulate that the proposed price will be valid for a period of at least 90 days.

Section 2. Approach - A description of the consultant team's overall approach, methods and strategies, and description of the services to be provided by task.

Provide a detailed description of the approach and methodology proposed to accomplish the Scope of Services of this RFP. The Methodology Section should include:

- a. Detailed description of methods or approach to satisfy the requirements of the Scope of Services.
- b. A project schedule, identifying all tasks to be performed, durations for each task, and overall time period to complete project.
- c. Proposers are encouraged to provide additional innovative and/or creative approaches for providing the service that will maximize efficient, cost-effective operations or increased performance capabilities.

Section 3. Project Team - Organization chart with Project Manager, the person who will be the key contact with the City, and the person(s) who will do most of the work (i.e., author the Study). Resumes of key staff members to be assigned to the Study including sub-contractors and their roles.

Section 4. Qualifications - Provide a brief description of the firm, identify office location(s) from which the work will be performed, and relevant experience. Identify experience and other information that demonstrates competence with regard to the subject project type and coastal issues. Provide a summary of your firm's or entity's demonstrated capability, including length of time that your firm has provided the services being requested in this RFP. (Other information on the firm not directly related to this project should not be included in the Proposal but may be provided under separate cover or per Internet address.)

Section 5. References - At least three references should be provided. The reference should include a brief description of the scope of services provided, period of performance, reference's name, organization title, email address, mailing address, and telephone number.

Section 6. Budget - A budget correlated to tasks, personnel, studies, and other costs. The budget should include a summary of the hourly rates for each personnel, and provide an itemized list of all travel or material expenses. Please note that all expenses will be required to comply with State of California's Travel Reimbursement Policy and all backup documentation, including receipts must be provided for items requesting reimbursement.

Section 7. Disclosures - Please disclose any and all past or current business and personal relationships with any current City of Hermosa Beach elected official, appointed official, City employee, or family member of any current City of Hermosa Beach elected official, appointed official, or City employee. *Any past or current business relationship may not disqualify the firm from consideration.*

Section 8. Exceptions to Professional Services Agreement - Any requests for changes to the City's Professional Services Agreement template. The firm selected by the City will be required to execute a Professional Services Agreement with the City. The form of the Agreement is attached, but may be modified to suit the specific services and needs of the City. *If a Proposer has any exceptions or conditions to the Agreement, these must be submitted for consideration with the proposal.* Otherwise, the Proposer will be deemed to have accepted the form of the Agreement.

V. PROPOSAL EVALUATION

Proposals will be evaluated on the basis of their response to all provisions of this RFP. The City of Hermosa Beach will also apply the following criteria in its evaluation and comparison of proposals submitted. The categories will be weighted approximately as follows.

Approach and Methods (35%):

- A well thought-out and tailored approach to the technical work that responds to the project's particular issues and needs.
- Display of a proposed schedule and timeline that meets or exceed the City's grant timeline.
- Incorporation of innovative and/or creative approaches for providing the service that will maximize efficient, cost-effective operations or increased performance capabilities.
- Evidence of the team's ability to work collaboratively with other members of a multi-disciplinary team in a complex and dynamic working environment.

Relevant Experience & Expertise (40%):

- Recent experience preparing similar studies for jurisdictions.
- Familiarity and experience with the California Coastal Act and the requirements of Local Coastal Programs.
- The depth and appropriateness of experience of individual members of the technical team as they relate to the specific technical tasks called for by the project
- The team's experience and ability to clearly communicate technical concepts and terminology with the community.

Administration (25%):

- The proposed project budget and costs.
- Ability to comply with the timeline, terms, and billing procedures of the City's Grant Agreement with the California Coastal Commission.
- The extent and nature of any proposed amendments to the City's Professional Services Agreement.

Following the review of proposals by the City's team, the City **may** invite short-listed consultants to be interviewed by a panel of City staff, which may include non-city personnel at the City's discretion.

The City will verify references of short-listed consultants, which may include persons not listed as references, and this will help inform the City's decisions. The City will select a consultant to negotiate for the performance of work. In negotiating the contract the City may request modifications to the proposed scope or to the technical team or other elements of the proposal.

If negotiations fail, the City will commence negotiations with the next qualified candidate. Work will promptly commence following contract award and satisfaction of contract requirements.

VI. INQUIRIES

Questions about this RFP must be directed in writing, via email to:

Kim Chafin, Senior Planner
kchafin@hermosabch.org

The City reserves the right to amend or supplement this RFP. All amendments, responses to questions received, and additional information will be posted to the City of Hermosa Beach Programs/Projects/Plans web page:

<http://www.hermosabch.org/index.aspx?page=504>

Proposers should check this web page daily for new information. The City will endeavor to answer all written questions timely received no later than **December 21, 2016**~~December 1, 2016~~. The City reserves the right not to answer all questions.

From the date this RFP is issued until a firm or entity is selected and the selection is announced, firms or public entities are not allowed to communicate outside the process set forth in this RFP with any City employee other than the contracting officer listed above regarding this RFP. The City reserves the right to reject any proposal for violation of this provision. No questions other than written will be accepted, and no response other than written will be binding upon the City.

VII. GENERAL CONDITIONS

The following instructions and conditions apply to this RFP:

1. Pre-Contractual Expenses

The City of Hermosa Beach shall not, in any event, be liable for any pre-contractual expenses incurred by any consultant. In addition, no consultant shall include any such expenses as part of the price proposed. Pre-contractual expenses are defined as expenses incurred by bidders in:

- Preparing a proposal in response to this RFP.
- Submitting that proposal to the City of Hermosa Beach.
- Negotiating with the City of Hermosa Beach any matter related to this RFP, proposal, and/or contractual agreement.
- Any other expenses incurred by the consultant prior to the date of an executed contract.

2. Authority to Withdraw RFP and/or Not Award Contract

The City of Hermosa Beach reserves the right to withdraw this RFP at any time without prior notice. Further, the City makes no representations that any agreement will be awarded to any consultant responding to this RFP. The City expressly reserves the right to reject any and all proposals in response to this RFP without indicating any reasons for such rejection(s).

3. Other Conditions

- Prior to awarding any work, the selected Consultant will be required to execute a professional services agreement with the City (template attached). Any proposed change to the agreement shall be identified in the response to the Request for Proposals (RFP) and shall be subject to the sole approval of the City. The City requires the Consultant to obtain and maintain a policy of professional liability and other insurance as indicated in the agreement.
- The City reserves the rights to amend the RFP at any time, to determine the successful respondent(s), and to reject any or all Proposals or their components. Revisions to the RFP, if any, will be posted to the City of Hermosa Beach Programs/Projects/Plans web page: <http://www.hermosabch.org/index.aspx?page=504>.
- All data, documents and other information provided to the City of Hermosa Beach by the Consultant shall become property of the City of Hermosa Beach.
- At no time shall the Consultant assign any interest in its Proposal without the prior written consent of the City of Hermosa Beach.
- The Consultant shall be an independent contractor and not an employee of the City.
- If for any reason the selected firm is not able to commence services immediately upon awarding of the contract, the City of Hermosa Beach reserves the right to award the contract to another qualified Consultant.

Attachments:

Sample Professional Services Agreement

