

# REQUEST FOR PROPOSALS



## **West Santa Ana Branch Transit Corridor**

### **Huntington Park Station Area Plans**

#### **PARAMOUNT**

C A L I F O R N I A

### **INTRODUCTION**

Eco-Rapid Transit (also known as the Orangeline Development Authority) invites all qualified firms or teams to respond to this Request for Proposals (RFP) to engage the communities of Huntington Park, Bell, Cudahy, and Maywood to create Conceptual Land Use Planning Studies for the Pacific/Randolph and Salt Lake/Florence Station Areas, which are a part of the West Santa Ana Branch (WSAB) transit corridor. The study areas include:

1. City of Huntington Park: Pacific/Randolph station area.
2. Cities of Huntington Park, Bell, Cudahy and Maywood: Salt Lake/Florence station area

Metro is in the process of finalizing an environmental impact report for a future light rail line, which will connect 13 cities (including Huntington Park, Bell, Cudahy and Maywood) to rapid transit. Land use planning work is required to prepare the cities' land use plans and policies for future rail and transit oriented community opportunities. Eco-Rapid Transit is seeking a multi-disciplinary team that is well versed in urban planning, design, architecture, land-use economics, and community engagement (team must demonstrate the ability to communicate with diverse communities and be available at times convenient to our target audiences). The goal is to identify the key community issues and ideas that will form the basis of the Station Area Plans. The community should be involved in the Goals and Objectives for the station areas as well as developing an understanding of issues, conditions, goals and opportunities created by the planning process. Community engagement may be impacted by Covid-19 social distancing. Therefore, traditional outreach through information tables and participatory workshops may not be allowed. The Consultant shall prepare complete summaries, including visuals of community engagement activities.

Eco-Rapid Transit anticipates that the scope of work will take 15-16 months to be completed. To meet the funding deadline imposed by Caltrans and to coordinate with other planning efforts overseen by Metro, the consultant must complete the studies by February 2022.

## **BACKGROUND**

The West Santa Ana Branch (WSAB) Transit Corridor is funded by the voters' approval of Measure R in November 2008 and Measure M in November 2016. In March 2010, Southern California Association of Governments (SCAG) initiated the Pacific Electric Right-of-Way/West Santa Ana Branch (PEROW/WSAB) Alternative Analysis (AA) Study in coordination with the affected cities, Eco-Rapid Transit, the Gateway Cities Council of Governments (COG), Metro, the Orange County Transportation Authority (OCTA) and the owners of the right-of-way. The AA Study was completed in February 2013 and made several recommendations and identified issues that required additional study.

In September 2015, Metro completed the Technical Refinement Study that determined that these issues could be resolved and the WSAB project moved towards environmental review. In September 2016, Metro approved a contract with Parsons Brinckerhoff, Inc. (now known as WSP), as the lead consultant. The Station Area Plans described in this RFP are funded by a \$681,811.00 Sustainable Communities Grant (State-SB1) (see *Attachment 1*) that is administrated by Caltrans and by local matching funds provided by Metro. The Plans will be reviewed by the Metro's Countywide Planning and Development: Transit Oriented Communities Team to assist in the implementation of the recently completed Transit Oriented Development Strategic Implementation Plan (TOD SIP) (see *Attachment 2*) that developed a cohesive TOD vision for all cities along the transit corridor, which includes the Eco-Rapid Transit Member cities of Artesia, Bell, Bell Gardens, Cudahy, Downey, Huntington Park, Maywood, Paramount, and South Gate, as well as the cities of Bellflower, Cerritos, Vernon and Los Angeles. Together, the corridor cities serve a population of approximately 4.8 million people and are home to 2.2 million jobs.

## **PROJECT LOCATIONS**

The Project Area encompasses the two areas that are within a ¼ mile to ½ mile radius of two potential West Santa Ana Corridor Transit stations: Pacific/Randolph (Huntington Park); and Florence/Salt Lake (Huntington Park, Bell, Cudahy, and Maywood). The attached West Santa Ana Branch TOD SIP Station Area maps illustrate the Project Area (see *Attachment 3*).

# REQUEST FOR PROPOSALS

## PROJECT OBJECTIVES

### **RFP – Team Objectives – Build upon the plans and studies previously undertaken by Metro and specifically:**

1. Develop two distinct comprehensive Station Area Plans for the planned West Santa Ana Branch Transit Corridor Pacific/Randolph Station and Florence/Salt Lake Station in the City of Huntington Park informed by community and stakeholder engagement and reflect the historic/cultural community;
2. Implement approaches that create synergies and limit duplication of effort for both station areas where possible;
3. Approach the study in a manner that utilizes local Minority Business Enterprises and helps grow their capacity; and
4. Develop a station area parking strategy, responsive to the unique needs of the area.

### **Future – Plan Objectives**

1. Maximize transit and land use investments;
2. Integrate sustainability;
3. Develop equitable outcomes that serve and benefit local, disadvantaged and underrepresented communities in Huntington Park, Bell, Cudahy, and Maywood;
4. Preserve and enhance the cultural context and distinct character of both future station areas;
5. Encourage and promote a mix of transit-supportive land uses and amenities that serve the local communities and economy;
6. Provide affordable housing opportunities while balancing current density challenges; and
7. Develop well-defined multimodal improvements to improve active transportation safety and connectivity at both stations.

**The Cities of Huntington Park, Bell, Cudahy and Maywood** intend to utilize these studies as a basis to create Specific Plans or similar documents that will result in regulatory changes that: support transit oriented developments linking their land use plans to economic development; and create an Active Transportation network that creates linkages to surrounding residential neighborhoods; and enhances equitable environmental and economic sustainability.

**Eco-Rapid Transit, Huntington Park, Smart Growth America and Metro Role:** Eco-Rapid Transit and City of Huntington Park staff will lead this effort and direct consultants in cooperation with Smart Growth America, Metro and the cities of Bell, Cudahy and Maywood. Smart Growth America will coordinate this planning effort and provide guidance and analysis based upon their experience creating livable places nationwide. This effort will be directed by Eco-Rapid Transit's Community Planning and Development Director and the Assistant City Manager for Huntington Park and all work will be reviewed by Metro's Senior Director of Countywide Planning and

Development – Mobility Corridors with input from the City Working Group comprised of Bell, Cudahy, Maywood and the County of Los Angeles. These three groups form the Project Team.

**The Consultant Team Role:** The Consultant is expected to work with the Project Team to engage the community stakeholders throughout the process. The Consultant shall recommend and help create opportunities to involve community stakeholders and incorporate and archive their input. The Consultant is responsible for maintaining the mutually agreed upon schedule for completion of all tasks.

**The Consultant Team Budget:** The Project Team has estimated the cost of the Consultant Team’s scope of work to fall within the range of \$120,000 to \$150,000.

**Conceptual Land Use Planning Studies for Two (2) WSAB Stations** – The following is a summary. For complete details please review the Sustainable Communities Grant (State-SB1) Attachment II (*see Attachment 1*)

**TASK 1: Project Initiation, Consultant Selection and Project Management – 15 months**

The Consultant shall assist to prepare the Management Plan, invoicing, communications materials, presentation materials for review and approval and participate in technical meetings with Metro and City Staff.

- 1.1 Project Kick Off (Completed).
- 1.2 Consultant Procurement (Underway)
- 1.3 Project Management Plan
- 1.4 Outreach Assessment
- 1.5 Project Tram Meetings (Ongoing)
- 1.6 Quarterly Reports (Ongoing)
- 1.7 Submit Invoices to Caltrans (Ongoing)

**TASK 2: Research and Analysis – 10 months**

The Consultant will assist and/or be the lead (**bold**) to document and analyze existing station area conditions within one-half mile of the proposed station location, including the following:

- 2.1 Analysis of Existing Conditions – Pacific/Randolph and Florence/Salt Lake;
- 2.4 **Conduct Infrastructure Studies - Pacific/Randolph and Florence/Salt Lake;**  
**and**
- 2.5 **Conduct Equity Study - Pacific/Randolph and Florence/Salt Lake**

**TASK 3: Stakeholder Outreach – 10 months**

The Consultant will be the lead (**bold**) and develop a Community Engagement Plan and conduct outreach via meetings and workshops.

- 3.1 **Develop Community Engagement Plan - Pacific/Randolph and Florence/Salt Lake**
- 3.2 **Conduct Community Outreach, Meetings and Workshops - Pacific/Randolph and Florence/Salt Lake**

**TASK 4: Prepare Planning Documents– 7 months**

The Consultant will assist and/or be the lead (**bold**) to prepare Draft TOD Specific Plans, consult with community stakeholders and present Final TOD Specific Plans.

- 4.1 **Prepare Draft TOD Specific Plan - Pacific/Randolph and Florence/Salt Lake**
- 4.2 **Engage Community on Draft TOD Specific Plan - Pacific/Randolph and Florence/Salt Lake**
- 4.3 **Finalize Draft TOD Specific Plan - Pacific/Randolph and Florence/Salt Lake**
- 4.4 **Presentation and Acceptance of TOD Plan - Pacific/Randolph and Florence/Salt Lake**

### Deliverables

The Consultant shall assist to provide the following\*:

- Draft and Final Conceptual Station Area Plans;
- Preparation of presentation materials and participation in technical meetings with Metro and City staff;
- Presentation(s) to City Council
- Draft and Final Existing Conditions Studies;
- Draft and Final Mobility Needs Studies;
- Draft and Final Infrastructure Studies; and
- Draft and Final Equity Studies.

\*For a complete list, please review *Attachment 1*.

### **Items Not Included In This Scope of Work**

**Environmental Studies** – *Note: The City of Huntington Park will be actively seeking funding to complete Environmental Review of the Completed Station Area Plans. Firms that wish to be considered for this component of the process should submit a non-binding estimate and timeline to have the Station Area Plans adopted as TOD Specific Plans.*

### **Engineering Studies**

**Local Consultant Pool** – The Project Team is providing the following as a courtesy to Qualified Firms that may wish to partner with a firm/individual that has local experience and is not a Qualified Firm. The individuals and firms in the Local Consultant Pool have not been vetted and no endorsement is implied.

### Huntington Park – Potential Local Consultants

Name	Company	Phone Number	E-Mail Address
Kaizer Rangwala	Rangwala Associates	(805) 850-9779	<a href="mailto:rangwalaassoc@gmail.com">rangwalaassoc@gmail.com</a>
Violeta Alvarez	Fidelitas Consulting	(323) 812-6871	<a href="mailto:valvarez1966@yahoo.com">valvarez1966@yahoo.com</a>
Avygail Sanchez	TQM Partners	(323) 707-8998	<a href="mailto:avygail@tqmpartners.com">avygail@tqmpartners.com</a>
Trisha Murakawa	Murakawa Communications	(310) 972-9609	<a href="mailto:trisha@murakawacommunications.com">trisha@murakawacommunications.com</a>
Ryan Snyder	Ryan Snyder Associates LLC	(323) 428-2345	<a href="mailto:ryan@rsa.cc">ryan@rsa.cc</a>
Joanne Kumamoto	Kumamoto Associates	(323) 497-1940	<a href="mailto:jkumamoto@aol.com">jkumamoto@aol.com</a>
Michele Arce	Creative & Connected, LA, LLC	(562) 833-4682	<a href="mailto:creativeconnectedla@gmail.com">creativeconnectedla@gmail.com</a> <a href="mailto:arcemichele@aol.com">arcemichele@aol.com</a>
Luis Marquez	Prime Strategies	(310) 383-6544	<a href="mailto:Luis.marquez@prime-strategies.com">Luis.marquez@prime-strategies.com</a>
Tensho Torimoto	Gehry Partners	(310) 922-0415	<a href="mailto:tenshot@foga.com">tenshot@foga.com</a>
Joel Falter	KOA	(323) 260-4703	<a href="mailto:jfalter@koacorporation.com">jfalter@koacorporation.com</a>
Amber Hawkes	HereLA	(323) 686-1824	<a href="mailto:ahawkes@here.la">ahawkes@here.la</a>
Jenna Hornstock/Lisa Lopez	Trifiletti Consulting	(213) 315-2121	<a href="mailto:jenna@trifiletticonsulting.com">jenna@trifiletticonsulting.com</a>
Katherine Perez	ARUP	(310) 578-2856	<a href="mailto:katherine.perez@arup.com">katherine.perez@arup.com</a>
Michael Dieden	Creative Housing	(310) 836-1342	<a href="mailto:mdieden@challc.com">mdieden@challc.com</a>
Rawad Hani	General Technologies and Solutions (GTS)	(213) 267-2332	<a href="mailto:rawad.hani@gentecsol.com">rawad.hani@gentecsol.com</a>
Moshik Mah	HDR	(213) 239-5843	<a href="mailto:Moshik.Mah@hdrinc.com">Moshik.Mah@hdrinc.com</a>
Johannes Van Tilburg		(310) 394-0273 x324	<a href="mailto:jvt@vtbs.com">jvt@vtbs.com</a>
Veronica Hahni	LANI	(213) 627-1822	<a href="mailto:veronica@lani.org">veronica@lani.org</a>
Raquel Beltran	SE LA Collaborative	(323) 343-3770	<a href="mailto:rbeltr15@calstatela.edu">rbeltr15@calstatela.edu</a>
Lisa Padilla	Cityworks Design	(626) 304-9034	<a href="mailto:lpadilla@cityworksdesign.com">lpadilla@cityworksdesign.com</a>

Michael Busch	Urban Futures	(714) 283-9334	<a href="mailto:michaelb@urbanfuturesinc.com">michaelb@urbanfuturesinc.com</a>
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Genoveva Arrellano	Arrellano and Associates	(909) 627-2974	<a href="mailto:garellano@arellanoassociates.com">garellano@arellanoassociates.com</a>
Bill Pagett	Willdan	(562) 619-4424	<a href="mailto:bpagett@willdan.com">bpagett@willdan.com</a>
Mia Lehrer	STUDIO-MLA	(213) 384-3844	<a href="mailto:Mia@studio-mla.com">Mia@studio-mla.com</a>
Eric Banghart	Mott Mac	(424) 356-7847	<a href="mailto:Eric.Banghart@mottmac.com">Eric.Banghart@mottmac.com</a>
Jack Wong		(310) 347-6310	<a href="mailto:jwong.jwa@gmail.com">jwong.jwa@gmail.com</a>
Sacha van der Most van Spijk	Director of Youth Development	(562) 412-8235	<a href="mailto:sacha@thehup.net">sacha@thehup.net</a>
Sara Hernandez	DLA Piper	(213) 694-3143	<a href="mailto:Sara.Hernandez@dlapiper.com">Sara.Hernandez@dlapiper.com</a>
Carlos Morgner	Morgner Construction Management	(818) 461-8100	<a href="mailto:cemorgner@morgnerco.com">cemorgner@morgnerco.com</a>
Tony Mendoza	Chen Ryan Associates	(213) 281-0933	<a href="mailto:tmendoza@chenryanmobility.com">tmendoza@chenryanmobility.com</a>
Sarah McMinimy	Steer Group	(213) 292-1379	<a href="mailto:Sarah.McMinimy@steergroup.com">Sarah.McMinimy@steergroup.com</a>
Alfred Fraijo	Sheppard Mullin	(213) 620-1780	<a href="mailto:afraijo@sheppardmullin.com">afraijo@sheppardmullin.com</a>
Leland Wong		(213) 880-8888	<a href="mailto:Lwong8@aol.com">Lwong8@aol.com</a>
Matt Gerard	Solutions International		<a href="mailto:mgerard@solutionsinternationalusa.com">mgerard@solutionsinternationalusa.com</a>

Date: June 4, 2020

## **SUBMITTAL REQUIREMENTS**

Proposals must include:

1. Cover Letter (no more than two pages) that provides the name, address, phone and e-mail addresses of the Consultant, the primary contact name and any sub consultants. An authorized principal of the Consulting firm should sign the letter. The firm must clearly indicate that it is submitting a proposal for the Huntington Park Station Area Plans.
2. A summary of the firm's qualifications and experience to successfully perform the project tasks, including key personnel and support staff to be assigned to the project and their core responsibilities.
3. Elaboration on the Scope of Services outlined above with additional detail on the approach that will be used to handle the project. Respondents are invited to submit variations and additional elements to the work scope that they feel will enhance project outcomes.
4. Provide a breakdown of costs by task and by all assigned staff for the project (including subcontractors) that includes hourly billable rates and provisions for reimbursable expenses. Please note that the funding agency has specific requirements for reimbursable expenses. Please review them in *Attachment 1, Page 4, Section 14. Payment and Invoicing*.
5. Up to three relevant reference projects completed in the last five years, including description of services, key personnel involved, core project outcomes, client name and a reference with current contact information.

## **SELECTION PROCEDURE AND CRITERIA**

The Project Team will designate up to five members to form an RFP Selection Committee that will review each response to the RFP and may meet with some or all of the respondents. We may request a firm to clarify, supplement or modify some of the information submitted.

Submittals shall be evaluated according to the following criteria:

1. Completeness of the proposal and responsiveness to the RFP.
  2. Demonstrated professional skills and credentials of the firm and staff to be assigned to the project.
  3. Evidence that the respondent understands all aspects of the project, including coordination and communication with different entities involved.
  4. Experience and capacity to work collaboratively with a multi-disciplinary team.
  5. A clearly defined approach to performing the scope of work.
  6. Relevant experience
-



## SUBMISSION

All submissions must be completed in 12 point font, 8.5" x 11" paper, with 1" margins and should be no more than six pages, not including the cover letter, cost estimate, relevant experience and references. No binders, folders, or coil binding.

Five hard copies and one digital copy (in PDF on a thumb drive) of the ***complete proposal must be submitted by August 5, 2020 at 5:00 pm.***

Proposals are to be sent to the following address:

Ms. Karen Z. Heit,

Eco-Rapid Transit, Deputy Executive Director

16401 Paramount Boulevard,

Paramount, CA 90723

Phone: (562) 663-6850

Fax: (None)

[Info@eco-rapid.org](mailto:Info@eco-rapid.org)

All questions and requests for information to this RFP must be submitted in writing via e-mail to the contact person listed above no later than July 22, 2020. E-mail inquiries shall be clearly identified in the subject line as: "Eco-Rapid Transit WSAB Transit Corridor Station Area Plans RFP." Staff responses to questions and requests for information shall be publicly posted by close of business on July 14, 2020.

Thank you in advance for your interest and participation in the RFP process.

### **ATTACHMENTS:**

1. Sustainable Communities Grant (State SB-1)

<http://eco-rapid.org/Records/rfp/signed-and-final.pdf>

2. TOD Strategic Implementation Plan (Note: Click on TOD SIP Plan and Appendences)

<https://www.metro.net/projects/todsip>

3. TOD Strategic Implementation Plan Station Area Maps (Note: Florence/Salt Lake documents are on Pages 113-125; Pacific/Randolph documents are on Pages 126-139.

[http://media.metro.net/projects\\_studies/westSantaAnaBranch/images/Appx\\_A-1\\_Station\\_Area\\_Report.pdf](http://media.metro.net/projects_studies/westSantaAnaBranch/images/Appx_A-1_Station_Area_Report.pdf)