



HUNTINGTON PARK

REQUEST FOR PROPOSAL

Huntington Park Focused General Plan Update

December 4, 2014

City of Huntington Park
Community Development Department
6550 Miles Avenue
Huntington Park, CA 90255

Deadline for Submission: January 15, 2015



REQUEST FOR PROPOSALS

Huntington Park Focused General Plan Update

INTRODUCTION

The City of Huntington Park invites qualified firms or teams to respond to this Request for Proposals (RFP) for the City's Focused General Plan Update. The City wishes to encourage the use of non-automobile related travel by revising specific elements of the General Plan (Housing, Land Use and Circulation) and to identify sections of the Zoning Code that will be in conflict with the new General Plan Elements. The Focused General Plan Update will reinforce the policies of the regional Gateway COG's GHG Emission Reduction Strategy. This effort is being undertaken as a result of the City receiving a Transit Oriented Development (TOD) Planning grant from the Los Angeles County Metropolitan Transportation Authority (Metro TOD Round III).

The City is looking for a multi-disciplinary team that can best assist the City in implementing the vision of the grant. The process will be largely fluid and the City will be looking to the consultant team to help guide the process as it unfolds. The team should be well versed in all elements of the grant effort including urban planning, design, architecture, land use economics, community outreach (team must be fully bilingual, with the ability to outreach to Latino communities and conduct outreach at times convenient for the community), and CEQA. While the effort must follow the model and timing outlined in the preliminary project schedule attached, the City is open to discussing the best methods to achieve that end as long as the project is completed by August 2016. A selection panel will be established for this project. City staff will select proposals for further review based on the applicant firm's qualifications, related project experience, cost and time schedule. Those firms selected for further review will be invited for an interview. After review of the final applicants, the selection panel will make a recommendation to the City Council for the approval of a Professional Services Agreement. The selected consultant will enter into an Agreement with the City of Huntington Park once the City Council has approved a consultant team.

BACKGROUND

The Project Area is the entire City of Huntington Park, a working class community of 58,114 persons, 97% Latino and unofficially home to over 80,000 individuals, many of whom are living in overcrowded conditions. In 2012, the California Center for Public Health Advocacy named the City as having the highest percentage of obesity among school age children (53%) in the state. Huntington Park is a poor community with 62% of its residents earning either low or extremely low incomes, 25% of all families in poverty, 19% of its households do not have a car and 21% of its workers use 'alternative' transportation modes to commute to work, which reinforce the significance of efficient and affordable public transit. The three square mile City is conducive to public transit, pedestrian travel and bikeability but lacks the regulatory documents to facilitate its transformation.

PROJECT LOCATION

The project area encompasses the entire City of Huntington Park but focuses on those areas within a 1/2 mile to 1 mile radius of two potential West Santa Ana Corridor Transit stations: Pacific Boulevard/Randolph and Florence Avenue/Salt Lake.



PROJECT OBJECTIVES

The City of Huntington Park will prepare for adoption regulatory changes that support transit oriented development by amending the City's General Plan (Land Use Element, Circulation Element and Housing Element and Urban Design) identifying associated Zoning Code sections and related environmental clearance. Create Active Transportation network, Transit Station TODs linked to economic development, sustainability and linkages to the surrounding residential neighborhoods.

The attached map illustrates the project area. Parcels within a 1/4-mile radius of future rail transit stations are highlighted, as this would be a focus area; however, regulatory boundaries may also extend to parcels beyond the highlighted areas as the planning process proceeds.

Eco-Rapid Transit Role: Huntington Park, as a member of Eco-Rapid Transit Joint Powers Authority (also known as the Orangeline Development Authority) has been working together on Transit Oriented Development Guidelines and Transit Land Use planning. With the guidance and approval of the Huntington Park City Council and Eco-Rapid Transit Board, Huntington Park and Eco-Rapid Transit have a Memorandum of Understanding to work together. Eco-Rapid Transit will assist staff and consultants in analyzing the HP station areas, determining future land uses; linkages, and incorporating the TOD Scope into environmental studies for adoption of the General Plan update.

Eco-Rapid Transit will review current parking policies and ordinances; inventory parking availability, potential demand and develop proposed policies to be considered as part of the General Plan update. Eco-Rapid Transit and City of Huntington Park will work with the selected consultants on outreach efforts.

Eco-Rapid Transit and its project team are working with City staff to develop conceptual station area plans that explore station location and design, including station integration with future development, commercial corridor, and surrounding residential neighborhoods. The study effort will identify and enhance pedestrian linkages beyond the station area and feed into the existing conditions report.

The consultant team will work with the City of Huntington Park, Eco-Rapid Transit and project team to develop and implement an outreach plan, draft General Plan and any necessary environmental documents to complete adoption of changes to the General Plan.

The consultant will be expected to work with the project team to involve the community throughout the process.

The goal is to identify the key community issues and ideas that will form the basis of the revisions to the General Plan elements. The community should be involved in the Goals and Objectives for the station areas and General Plan update, as well as developing an understanding of issues, conditions, goals and opportunities created by the station area planning. Community engagement can take place through information tables, workshops, and interactive website. The website for this project will be housed in the Huntington Park site, but created by the consultant. Upon convening the Issues/Ideas Workshop, the consultant shall prepare a concise workshop summary, including photographs of the exhibits and workshop activities.



Existing Conditions – Document and analyze existing station area conditions similar to other station areas under study, including the following:

- Review existing and potential land uses, markets and development opportunities, demographic trends, and circulation patterns.
- Review existing station area land use and zoning requirements; and propose future land use plans.
- Analyze existing and potential transportation opportunities and constraints; including current ridership statistics and service delivery, existing travel modes, and future ridership information from the PEROW/WSAB Corridor AA study and Metro’s Refinement Study.

Understanding Issues, Conditions, Goals and Opportunities: Consultant shall work with the project team to develop a conceptual master plan for the future station area incorporating the following issues, conditions, goals and opportunities framed as follows:

- Establish station area “Goals and Objectives” with the City staff and community, confirm that the background station concepts established in the PEROW/WSAB AA Study are still valid.
- Understand the station area conditions through the following efforts:
 - Analysis of existing land use patterns. The consultant shall prepare a land use inventory database at the parcel level using existing resources available which shall be supplemented by field checks. The consultant shall also prepare other land use inventory related maps, including a vacant property map, open space and parks map, public facilities and properties map, and an existing General Plan Land Use Map. The mapping and data gathering represent important baseline data for the Housing Element and Circulation Element updates and for understanding inconsistencies between on-the-ground land use and the current General Plan land use policy map. Types of data include: Distribution and acreage in each land use category, Population density (using latest available data) and building intensity, Number of dwelling units, Vacant land, Inventory of open space, parks, and recreation facilities, Inventory of schools, library, and other public and municipal facilities. The consultant will deliver a land use map and database.
 - Previous studies and adopted plans and policies.
 - Analysis of existing modes of transportation such as auto, bus, city circulator, pedestrian, bicycle, and other modes; and future access modes with implementation of a high-capacity transit project on West Santa Ana Branch right-of-way.
- Work with the project team to develop a conceptual level Vision Report that frames the project issues, conditions, goals, and opportunities.
 - Optimal location of the station platform; identify and diagram possible system interface paths with other connecting modes of transportation, including bus, circulator, pedestrian, and bicycle.
 - Develop schematic designs for transit station elements, including station platform(s), ticketing facilities, and station access elements.
 - Provide character images depicting the station, station elements, and transit-oriented development.
 - Prepare conceptual aerial character sketch to illustrate proposed station area master plan.



REQUEST FOR PROPOSALS

Huntington Park Focused General Plan Update

The consultant will work with the project team to present preferred vision concepts to staff and community. It will include recommendations regarding land use, development, and transportation policy considerations for the Environmental Study and General Plan update.

Draft General Plan

The Consultant will prepare the proposed General Plan Update language including, but not limited to Parking, Mobility, Housing policies, and Plan adoption.

The consultant shall prepare any technical reports on topics relevant to the Land Use Element, Housing Element, and Circulation Element, including but not limited to, a Traffic and Circulation report, complete streets and other transportation modes, greenhouse gas technical report etc.

Preparation of the Draft Elements shall be based on all the background information and direction received. Elements include, but are not limited to:

Land Use Element

The consultant shall update the Land Use Element and it will include comments heard during the public outreach on land use goals and policies, the land use plan, and the citywide vision. The consultant shall prepare updated goals, issues, policies, and implementation actions with a focus on addressing transit oriented development, urban in-fill, as well as supporting and implementing sustainable development principles.

Circulation Element

The consultant shall update the Circulation Element's goals, issues, policies, and implementation actions to reflect current conditions and any improvements deemed necessary through analysis conducted in earlier tasks. The Element shall also incorporate the latest legal requirements of the Complete Streets Act, improve utilization of public transit, and further the reduction of greenhouse gases through encouraging urban in-fill development along transit corridors and station stops.

Circulation Element Inventory and Database: The consultant shall assemble relevant transportation data from the City, the Los Angeles County Metropolitan Transportation Authority (Metro), Caltrans, and other agencies as appropriate. Data assembled will include recent average daily traffic (ADT) counts on City roadways, street lanes and rights-of-way (arterials and collectors), current and planned transit service, existing and planned non-motorized (bicycle and pedestrian) facilities, and relevant studies and reports. With this data, the consultant shall identify existing areas of congestion and the existing conditions of alternative transportation modes. This will be delivered in an inventory report.

Future Circulation Conditions: The consultant shall work with City staff to identify the most appropriate way to develop future forecasts. The forecasts developed can be used to evaluate level of service (LOS) to determine the need for future transportation facilities. The consultant shall create GIS-based graphics summarizing the required roadway system to support the proposed land use plan. The information will be incorporated into an updated background technical report.



Housing Element

Many key milestone dates are dependent on the adoption of the final Southern California Association of Governments Regional Transportation Plan and Sustainable Communities Strategy. One of those milestone dates is the establishment of the Regional Housing Needs Assessment (RHNA) and the subsequent due date of Housing Elements for the region. SCAG is proposing to adopt a final RHNA in late 2012 or early 2013. However, the Housing Element update will include updated demographic and housing information based on the 2010 Census, American Community Survey, and other local sources. It will also include an analysis of constraints to the development of housing, and especially affordable housing, as well as, available resources (land, administrative, and financial) for the development of housing, an inventory of sites to meet the RHNA, and any new goals, policies, or implementation measures that will promote the development of higher density residential projects in close proximity to light rail, bus stops, and transit corridors. This task also includes coordination with HCD to review the City's Draft Housing Element for consistency with State housing element law.

Zoning Code Amendments

The consultant shall identify revisions needed to ensure consistency with the updated draft elements. The consultant shall provide a summary report to staff outlining the proposed recommendations. It will identify potential revisions with proposed zoning recommendations.

Environmental Studies

An environmental consultant will be selected to study the impact of the any proposed changes to the Community Plan and with the City of Huntington Park, write Notice of Preparation, Draft EIR, Mitigation Monitoring Report, Final EIR and legislative body proposed actions. The work will meet requirements of the California Environmental Quality Act (CEQA) process.

Initial Study/Notice of Intent/Notice of Preparation

The consultant shall prepare an Initial Study (IS) that includes brief written responses for all items included on the standard Appendix G IS checklist, including any new thresholds that have become effective. Each response will explain the basis for the assessment of No Impact, Less Than Significant Impact, Less Than Significant Impact with Mitigation Incorporated, or Potentially Significant Impact; clearly indicate why a particular issue would not result in a significant impact and does not require further evaluation; and identify issues that require further analysis.

Assuming the need for an Environmental Impact Report (EIR), it is assumed that checklist responses will consist mainly of brief statements that lead to further analysis in the EIR. A complete list of references used to prepare the IS will be provided. There shall be internal City review on the screencheck IS and City comments on the screencheck will be consolidated into one document. The consultant shall incorporate edits to the IS.

A Notice of Intent (NOI) will be prepared concurrently with the IS that clearly identifies the time period, contact person, and address for submitting responses on the IS. A copy of the IS will be attached to the NOI to explain the preliminary scope of issues to be included in the EIR. After City approval of the IS/NOI, the consultant shall copy and distribute the NOI to state and local agencies and other special interest groups or individuals identified by the City. The consultant shall deliver a Screencheck IS (review hard copies); IS/NOI (hard copies and digital copies)



REQUEST FOR PROPOSALS

Huntington Park Focused General Plan Update

Draft EIR

The consultant shall prepare the draft EIR analyzing the 'project', conducting all required assessments, establishing baselines, and objectively addressing all significant environmental issues. The consultant shall submit a Draft EIR and ensure the draft EIR is in conformance with all CEQA statutes and guidelines.

Draft Response to Comments

Once the public review period has ended, the consultant shall review the comments received and will develop an approach to respond to all environmental comments. A draft Response to Comments document will be submitted to the City for review. The consultant shall revise the Responses to Comments and will submit a City- Approved Responses to Comments.

Mitigation and Monitoring Reporting Program

The consultant shall prepare a Mitigation and Monitoring Reporting Program (MMRP) for review by the City. The MMRP can be prepared at the same time as the Response to Comments document. The consultant shall coordinate with City staff to refine the MMRP format and the content. If the City Council modifies the project and for recommends conditions of approval/mitigation measures for the proposed project, the MMRP will be revised accordingly. The MMRP shall be designed to ensure compliance with adopted mitigation requirements during implementation of the updates.

Final EIR

The consultant shall prepare the Final EIR. The consultant shall coordinate with City staff to refine the MMRP format and the content. If the City Council modifies the project and for recommends conditions of approval/mitigation measures for the proposed project, the MMRP will be revised accordingly. The MMRP shall be designed to ensure compliance with adopted mitigation requirements during implementation of the updates.

Notice of Determination

Following certification of the Final EIR by the City, the consultant shall prepare the Notice of Determination (NOD) to be filed with the County Clerk and the State Clearinghouse. The consultant shall coordinate the necessary NOD filings on behalf of the City. Necessary filing fees will be provided by the City.

Final General Plan Update

Consultant will write the proposed General Plan Update language, Parking, Mobility, Housing policies, and Plan adoption ordinance.

Adoption and Final Land Use Element, Circulation Element, and Housing Element

Formal hearings with the Planning Commission and City Council must be held to ensure adequate public review of the draft elements and to approve the General Plan Amendment and adopt the EIR. One public hearing shall be held at the Planning Commission and one at the City Council. The consultant shall be in attendance at all public hearings.

Following final City Council action on the General Plan Amendment, the consultant shall revise the General Plan per the Council's direction. Following staffs review of the final General Plan Update, the consultant shall incorporate the revisions and deliver the final document, as well as the electronic files. This will include a final Land Use Zoning Map and all related GIS files.



REQUEST FOR PROPOSALS

Huntington Park Focused General Plan Update

It is expected that the Consultant shall attend public hearings (1 for Planning Commission and up to 2 for City Council) and deliver Final Land Use Element, Circulation Element, and Housing Element (electronic format and hard copies), updated color Land Use Map (electronic format and hard copies), updated color Zoning Map (electronic format and hard copies), and recommendations for draft and final Zoning Code Amendment Sections (electronic format and hard copies). The Consultant will be available to make presentations as requested by City staff.

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 subconsultants. An authorized principal of the consulting firm should sign the letter.
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 does not reimburse for travel expenses within 50 miles of the consultant's headquarters or closest branch office.
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 City of Huntington Park, and other members of an RFP Selection Committee, 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.



REQUEST FOR PROPOSALS

Huntington Park Focused General Plan Update

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 (PDF) of the ***complete proposal must be submitted by January 15, 2015 at 5:00 pm.***

Proposals are to be sent to the following address:

Albert G. Fontanez, Planning Manager
City of Huntington Park
6550 Miles Avenue
Huntington Park, CA 90255
Phone: (323) 584-6210
Fax: (323) 584-6244
afontanez@hpca.gov

All inquiries and responses to this RFP must be submitted in writing via e-mail to the contact person listed above. E-mail inquiries shall be clearly identified in the subject line as: "HP Focused General Plan Update."

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

ATTACHMENTS:

1. Project Area Map
2. Zoning Map (<http://ca-huntingtonpark.civicplus.com/DocumentCenter/View/3772>)
3. General Plan (<http://ca-huntingtonpark2.civicplus.com/DocumentCenter/View/407>)
4. Housing Element (<http://ca-huntingtonpark2.civicplus.com/DocumentCenter/View/319>)
5. Zoning Code (<http://qcode.us/codes/huntingtonpark/view.php?topic=9&expand=1>)
6. Specific Plan (<http://ca-huntingtonpark2.civicplus.com/DocumentCenter/View/320>)

