

REQUEST FOR PROPOSALS



West Santa Ana Branch Transit Corridor Station Area and Vision 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 South Gate, Paramount, and Vernon to create Conceptual Land Use Planning Studies (for South Gate and Paramount) and a Vision Plan for Vernon, which area part of the West Santa Ana Branch (WSAB) transit corridor. The study areas include:

1. Cities of Paramount and South Gate: I-105 Freeway/Metro Green Line potential station area
2. City of Paramount: Paramount Blvd./Rosecrans Ave potential station area
3. City of Vernon: entire city

Metro is in the process of preparing an environmental impact report for a future light rail light, which will connect 13 cities (including South Gate, Vernon, Paramount) to rapid transit. Land use planning work is needed to prepare the cities' land use plans and policies for future rail and transit supportive development. 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 Latino 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 and Visioning 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 station area planning. Community engagement can take place through information tables, participatory workshops, and an interactive website. The Consultant shall prepare complete summaries, including photographs of community engagement activities.

Eco-Rapid Transit anticipates that the scope of work will take 15 months to be completed. To coordinate with other planning efforts overseen by Metro, the consultant must complete the studies by February 2018.

BACKGROUND

The West Santa Ana Branch (WSAB) Transit Corridor is one of twelve (12) transit projects funded by the voters' approval of Measure R in November 2008. 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 (see *Attachment 1*). The AA Study was completed in February 2013 and made several recommendations and identified five (5) issues that required additional study. The five issues were:

1. Access to Los Angeles Union Station – Northern Terminus;
2. Northern Alignment Options;
3. Huntington Park Alignment Options;
4. New Green Line Station; and
5. Southern Terminus – Change from Cerritos to Artesia.

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 (see *Attachment 2*). In September 2016, Metro approved a contract with Parsons Brinckerhoff, Inc., as the lead consultant. The plans generated in this study, will be reviewed by the Metro's environmental team as part of the environmental clearance study. Additionally, Metro in cooperation with the City of South Gate and Eco-Rapid received FTA Transit Oriented Development Land Use Planning Grant that will be used to develop a cohesive TOD vision for all cities along the transit corridor, which includes the Eco-Rapid Transit Member cities of Artesia, Bell, Bell Gardens, Bellflower, Cudahy, Downey, Huntington Park, Maywood, Paramount, South Gate and Vernon, as well as the cities of Cerritos 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 entire City of Vernon (Visioning Planning Study) and two areas that are within a 1/2 mile to 1 mile radius of two potential West Santa Ana Corridor Transit stations: Paramount/South Gate (I-105 Freeway/Green Line); Paramount Boulevard/Rosecrans Avenue (Paramount). The attached WSAB Corridor map illustrates the project area (see *Attachment 3*).

REQUEST FOR PROPOSALS

PROJECT OBJECTIVES

The Cities of Paramount, South Gate and Vernon 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; create an Active Transportation network that creates linkages to surrounding residential neighborhoods and especially in the case of Vernon, jobs and enhances environmental and economic sustainability.

Metro and Eco-Rapid Transit Role: Eco-Rapid Transit staff will lead this effort and direct consultants in cooperation with Metro and the member cities of the Joint Powers Authority. Metro and Eco-Rapid Transit will coordinate this planning effort with other planning and environmental studies that will be ongoing. This effort will be directed by Eco-Rapid Transit's Community Planning and Development Director and their work reviewed by Metro's Senior Director of Sub-Regional Planning with input from the City Working Group comprised of WSAB Transit Corridor Cities. These three groups form the Project Team.

The Consultant Team Role: The Consultant will be expected to work with the Project Team to involve the community stakeholders throughout the process. The Consultant shall suggest methods to convene community stakeholders and incorporate and archive their input. The Consultant is responsible for maintaining the mutually agreed upon schedule for completion of all tasks.

Conceptual Land Use Planning Studies for Two (2) WSAB Stations

TASK 1: Coordination and Project Management – 11 months

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

- 1.1 Prepare Project Management Plan for the management of the project, including schedules, communications procedures, format for deliverables.
- 1.2 The contracting team will attend and participate in progress meetings in order to track progress and ensure timely delivery of work project. Meetings will be held bi-monthly and last approximately 2 hours.
- 1.3 The contractor shall provide monthly invoices, which includes a progress report. The invoice submittal shall document:
 - Narrative summarizing Contractor's work effort during billing period;
 - Dates of meetings and contractor attendees;
 - List any deliverables submitted during billing period;
 - List task to be accomplished over the next billing period; and
 - Identify issues that have arisen, how the issues may be addressed and any impacts to schedule.

TASK 2: Existing Conditions – 4 months

The Consultant will document and analyze existing station area conditions within one-half mile of the proposed station location, including, but not limited to the following:

- 2.1 Prepare an Existing Conditions Report that includes an analysis of existing land uses, existing station area land use and zoning requirements, circulation patterns, potential development opportunities, and demographic trends;
- 2.2 Inventory previous studies, and adopted plans and policies for each of the two (2) station areas; including but not limited to: General Plans; Specific Plans; and Bicycle Master Plans and prepare a Summary Report highlighting the previous studies and how they will inform the process;
- 2.3 Inventory existing transportation infrastructure and routes;
- 2.4 Analyze existing modes of transportation, such as private vehicle, bus, city circulator, pedestrian, bicycle and other modes within one-half mile radius of the proposed station and how it will inform station area planning and siting; and
- 2.5 Document site with staff members representing the two cities through a first/last mile walking/cycling inventory. This may include an area audit with community stakeholders.

TASK 3: Conceptual Master Plan – 5 months

The Consultant will develop a Conceptual Master Plan for the potential station areas incorporating the following:

- 3.1 Establish station area "Goals and Objectives". Build upon concepts and principles developed in the Eco-Rapid Transit TOD Guidebook (*see Attachment 4*).
- 3.2 Perform an analysis of existing land use patterns as a reference for future recommendations on land use patterns and zoning.
- 3.3 Review Master Plan with staff members representing the three cities, hold a community workshop and drop in center. Revise Plan based on mutual consensus.

TASK 4: Draft and Final Vision Plan as well as Summary Report – 2 months

The Consultant will prepare a Vision Plan and Summary Report that will include the following:

- 4.1 Existing conditions and current opportunities;
- 4.2 Preferred vision concepts that define station character;
- 4.3 Recommendations on actions related to City integration of ongoing new projects and activities with the future station area and development concepts; and

- 4.4 Recommendations regarding land use development and policy considerations for future study.

Deliverables

The Consultant shall 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 Report;
- Draft and Final Conceptual Master Plan; and
- Draft and Final Vision Plan and Summary Report.

Task 5: City of Vernon Visioning Planning Study

Efforts to locate and plan for a transit station in Vernon are less developed due to the current uncertainty of the route that will be selected to reach Los Angeles Union Station (LAUS). Currently four alternative alignments remain under study and selection of the final alignment will take place during the environmental studies, that are being initiated in January, 2017. Therefore, it is the intent of this task to begin at the beginning and engage City of Vernon staff and local stakeholders with the Metro/Eco-Rapid team to create a Vision Plan for the Vernon Station. It is anticipated that the station area will be identified during the study.

Task 5.1: Conduct Visioning Planning studies with the City of Vernon - 9 months

The Consultant will prepare a Vision Plan that will include the following:

- Review existing Land Use plans;
- Map employment centers and potential linkages to transit;
- Hold two meetings with stakeholders to explore priorities; visions for area; and
- Finalize Vision for future TOD planning efforts.

Deliverables

The Consultant shall provide the following:

- Map of potential alternative alignments with locations of businesses and residents within the TOD area;
- Stakeholder meeting summaries, local priorities, land uses, linkages, and station area Vision; and
- Vision Plan for the City of Vernon and station area plans and linkages.

Items Not Included In This Scope of Work

Environmental Studies

Engineering Studies

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 Station Area Land Use Plans, the City of Vernon Visioning Plan or both.
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 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
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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 30, 2017 at 5:00 pm.***

Proposals are to be sent to the following address:

Mr. Barry Kielsmeier,

Eco-Rapid Transit, Business Development Director

16401 Paramount Boulevard,

Paramount, CA 90723

Phone: (562)663-6850

Fax: (None)

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 January 6, 2017. E-mail inquiries shall be clearly identified in the subject line as: "Eco-Rapid Transit WSAB Transit Corridor Station Area and Vision Plans RFP." Staff responses to questions and requests for information shall be publicly posted by close of business on January 13, 2017.

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

ATTACHMENTS:

1. Alternative Analysis Study

http://eco-rapid.org/Project/studies_reports/PEROW-UD_Report_Final_Revised_120316-opt.pdf

2. Technical Refinement Study http://www.eco-rapid.org/Project/studies_reports/wsab.pdf

3. Project Area Map

http://www.eco-rapid.org/Project/Maps/WSAB-Study-Area-Base-Map_Alt2_SCAG%20AA-to-Artesia.jpg

4. TOD Guidebook

http://www.eco-rapid.org/Records/Agendas_Reports/2014/09_10_14/Eco%20Rapid%20TOD%20Development%20Guidebook_8.5x11_w_11X17_maps_090314-2.pdf