

CITY OF EL SEGUNDO

DOWNTOWN SPECIFIC PLAN UPDATE AND CEQA ANALYSIS RFP RESPONSES TO QUESTIONS

QUESTIONS AND ANSWERS

1. Proposal process/requirements. We are interested in bidding this RFP. How do we start the process?

RESPONSE: The RFP for the Update of the Downtown Specific Plan was released on October 15, 2020. The RFP number for this RFP is PBS 20-01. The City has also separately released an RFQ for the El Segundo Civic Center Redevelopment on October 16, 2020. The RFQ number for this is PBS 20-02. You can find the full RFP and RFQ on the City's website at: <https://www.elsegundo.org/government/departments/city-clerk/bid-rfp>

The minimum requirements for responses to the Downtown Specific Plan Update RFP are listed on page 5 of the RFP.

The minimum requirements for responses to the El Segundo Civic Center Redevelopment RFQ are listed on pages 19-20 of the RFQ.

The City would discourage consultants from submitting responses to both the Downtown Specific Plan RFP and the El Segundo Civic Center RFQ. If a consultant does submit a response for both, the City will not select the same consultant to work on both projects.

2. Project budget/fee or budget range. The RFP states that you are requesting an estimated fee for the project. We can provide detailed projected hours per the scope of services, including the cost for attendance at meetings, mileage, and other projected costs. Moreover, we can provide a list of the hourly rates for each member of the project team, and expected subcontractor rates. This information can best articulated if we understand what the fee or a fee range that you have in mind. Would you be able to provide a project fee or a fee range for this effort?

RESPONSE: The City did not include a budget/fee range in the RFP partly because it is open to considering different approaches to meeting its objectives, particularly with regard to the planning part of the work. Your proposal must include a cost estimate based on projected hours per the scope of services to be provided as well as a list of the

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hourly rates for each member of the project team as specified in the RFP. Please review the full RFP at the location listed in Response No. 1 above.

3. Proposal requirements – Scope of Work. The RFP does not include a City-developed Scope of Work. Can you confirm that the City is expecting the applicant to develop the Scope of Work?

RESPONSE: The RFP does not have a fully developed Scope of Work. Page 4 in the RFP states that the applicant/consultant is responsible for developing a detailed Scope of Work. In addition, page 3 of the RFP discusses the City desired outcomes, which may provide you some general guidance related to the Scope.

4. Proposal format – resumes. Can you please confirm where you would like resumes of our project team to be located? Would you like them in the body of the proposal (a separate section for them) or can they be included in an appendix?

RESPONSE: The project team resumes can be included in the body of the proposal as part of a “Qualifications and/or Relevant Experience” section.

5. Consultant teams – prime and subs. Our parking and mobility consulting firm will be sharing the RFP with firms in the field who would be qualified to prime the requested work effort. Has the City, as part of its RFP process, assembled a list of firms already looking to prime, to whom we might offer our services?

RESPONSE: The City has not assembled a list of firms that could be prime consultants for this project. We encourage you to team up with consultants who could list your firm as a sub-consultant in their proposal for the Planning (Specific Plan) or CEQA analysis portion.

Please also note that complete proposals must at a minimum include the qualifications and resumes of sub-consultants in addition to those of the prime consultants.

6. Consultant teams – prime and subs. Our firm is interested in joining teams for the Downtown Specific Plan update as the signage & way finding consultant. Will there be a

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pre-proposal conference for this RFP where we may be able to connect with potential prime firms?

RESPONSE: The City does not intend to hold a pre-proposal conference for this RFP. However, we encourage you to team up with other consultants who could list your firm as a sub-consultant in their proposal for the Planning (Specific Plan) portion.

NOTE: Complete vs. Individual proposals. The City will not consider individual proposals only for portions of either the Planning (Specific Plan) or CEQA part for project. If you are interested only in the community outreach program, the market analysis, the traffic analysis, or other individual portions of either the Planning or CEQA parts, we encourage you to team up with another consultant who could list your firm as a sub-consultant in their proposal for the Planning or CEQA parts of the project.

7. Community outreach. Will there be a steering or technical advisory committee involved with the project?

RESPONSE: The Downtown Specific Plan Update RFP does not specify whether or not a steering or technical advisory committee will be involved. However, the City is open to considering this and any other approaches to obtaining meaningful and useful input from the community. A complete response to the RFP must include a comprehensive community and stakeholder outreach approach/program.

8. Market analysis. Would the City like to have a market analysis as a part of the study?

RESPONSE: Yes, a minimum level of economic/market analysis should be part of the proposal especially if it contemplates a comprehensive update of the Downtown Specific Plan.

9. Proposal format – Planning and CEQA part. Our firm plans to respond to the RFP to update the Downtown Specific Plan and provide CEQA analysis/documentation. Since we are responding to both parts, should we submit two different proposals (one for community

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outreach and the other for CEQA services) or should we package everything into one proposal?

RESPONSE: If you intend to submit proposals for both the Planning portion (Specific Plan) and the CEQA analysis portion, you should incorporate both into a single proposal, but clearly define/identify in the budget the costs for each portion.

10. Conflict of interest. Thank you for sharing the subject Downtown Specific Plan update RFP and El Segundo Civic Center RFQ with our firm. Do you see any conflict with a firm pursuing both requests, either as a prime consultant or sub-consultant?

RESPONSE: The City would discourage consultants from submitting responses to both the Downtown Specific Plan RFP and the El Segundo Civic Center RFQ. If a consultant does submit a response for both, the City will not select the same consultant to work on both projects.

11. Community outreach. Part of my proposed outreach strategy is creating a task force group that would meet on a bi-weekly/monthly basis to identify the community's values, desires and goals. Can you provide a list of contacts that I could reach out to?

RESPONSE: The City expects responses to the RFP to include a comprehensive community and stakeholder outreach approach that may include general or potentially specific stakeholders that should be engaged. It is your responsibility to provide that information in your response and, thus demonstrate your knowledge of the City.

12. Community outreach. In addition to the task force, who are the additional stakeholders that I should meet with to identify the community's values, desires and goals?

RESPONSE: It is your responsibility to provide that information in your response and, thus, demonstrate your knowledge of the City.

13. Community outreach. What is the Council's experience involving community outreach in the planning process?

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RESPONSE: The City Council considers community engagement and communication one of its highest priorities. In fact, community engagement and communication is the number 1 goal in the City Council's strategic plan for the 2020-2022 period. Therefore, engaging the community effectively in this planning effort is a very high priority.

14. Community outreach. The Downtown Specific Plan suggests that Downtown serves as the focal point of the community. What are the things the community takes pride in?

RESPONSE: It is your responsibility to provide that information in your response and, thus, demonstrate your knowledge of the City.

15. Project schedule/deadline. Does the City have a schedule or a deadline for this project?

RESPONSE: The RFP (pages 3-4) states that time is especially important for this project due to interconnected ongoing and soon-to-start projects. Most time sensitive among these is the Housing Element update. Housing is already permitted in the Downtown Specific Plan, but for numerous reasons is largely undeveloped. Downtown will play an important role in fulfilling the City's housing goals.

Another critical timing consideration is the anticipated redevelopment of City-owned property, including parking lots, fire and police stations, and City Hall (collectively the Civic Center Site). Released shortly after this RFP will be an RFQ to launch a process to find a developer-partner to explore repurposing the Civic Center site, in whole or partially. Downtown zoning regulation developed in response to this RFP must be capable of allowing and controlling the mass and form of the Civic Center Site Project no later than end of summer 2022 (pages 3-4 in the RFP).

16. Other planning processes. What other planning processes are currently taking place in El Segundo or will be taking place during the next two years?

RESPONSE: Page 4 of the RFP discusses the Civic Center redevelopment project and the General Plan Housing Element update that are about to start. In addition, the City is currently processing a developer requested Specific Plan, the Pacific Coast Commons

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Specific Plan (PCC). If approved, the PCC Specific Plan project will result in construction of approximately 263 residential units and 11,000 square feet of commercial space.

17. Selection process – Planning vs. CEQA part. If a planning team submits without an EIR consultant, what will the process be for the City to match the selected planning team with an EIR consultant?

RESPONSE: Page 3 of the RFP discusses the selection process and criteria for selecting consultants in each category (Planning and CEQA/EIR). Briefly:

- a) City staff will review the proposals to assess whether they meet the selection criteria;
- b) City staff may invite the top consultants for interviews;
- c) City staff will make recommendations to the City Manager on the best consultant(s) for the Planning and the CEQA/EIR parts; and
- d) Ultimately, contracts will be approved by the City Council at the recommendation of the City Manager.

If two different consultants are selected for the Planning and the CEQA/EIR parts, they will be required to work/coordinate with each other to perform their part, in order to complete both the Planning and the CEQA/EIR parts of the project.

18. Traffic analysis – VMT vs. LOS. Can you provide a copy of the City's latest transportation assessment guidelines (in response to SB 743, which now requires that agencies utilize vehicle miles traveled [VMT] for purposes of determining significant transportation impacts)?

RESPONSE: The City's SB 743 policy is still in development. We anticipate that the policy will be available before the consultant selection process is completed. Please note that separate LOS/capacity and delay traffic analysis will be required as well, but not as part of the CEQA/EIR analysis.

19. Traffic analysis – VMT vs. LOS. Do you have a sense as to how many study intersections may also need to be assessed in addition to the determination of VMT?

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RESPONSE: Consultants should anticipate conducting separate LOS/capacity and delay traffic analysis, because it is still required by the General Plan Circulation Element, but not as part of CEQA/EIR analysis. The City has not determined how many intersections will be studied at this time. That will be determined after a consultant is selected during the traffic analysis scoping. For the purpose of submitting your proposal, please include your reasonable estimate of the number of intersections to be studied.

20. Traffic analysis – traffic counts. Are historical traffic counts (pre-pandemic and within 2-3 years old) available within and in the vicinity of the DSP?

RESPONSE: The City does not have historic traffic counts for the Downtown area. Responses to the RFP should anticipate conducting traffic counts, including pedestrian and bicycle counts, and include a reasonable estimate of the number of intersections to be studied.

NOTE: Responses to this RFP are due by December 1, 2020 at 4 PM. You can find the RFP at the following address: <https://www.elsegundo.org/government/departments/city-clerk/bid-rfp>

If you have additional questions you can continue to contact me at psamaras@elsegundo.org.

Thanks,

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