CITY OF SAN RAMON
REQUEST FOR PROPOSALS
FOR PROFESSIONAL CONSULTANT SERVICES
TO PREPARE A MASTER PLAN FOR THE SAN RAMON WALKING DISTRICT

A. OBJECTIVE

The City of San Ramon (City) is seeking the services of a Consultant to prepare a Master Plan and policy document for the proposed San Ramon Walking District. The San Ramon Walking District (Walking District) originated from a grassroots effort of a group of citizens to promote a more pedestrian-centric community.

City Council priorities for FY 2019-20 include, among others things, the prioritization of housing growth in the City Core while preserving existing retail, commercial and open space. Goal (6b) is specifically to “Explore the development of a walking district with community partners that would support the emphasis on housing in the City Core”. The Walking District Master Plan will provide the long-term vision for pedestrian oriented access and connectivity. In addition to the focus on pedestrian access and connectivity within the City Core, the Master Plan should promote healthy community initiatives, connectivity to other community trails (Iron Horse Trail, Trails Master Plan, etc.), amenities, points of interest, connections to schools and neighborhoods as well as, promote wayfinding through technology and signage, enhance pedestrian experiences, promote a positive community image and support economic development within the community moving forward. A map of the anticipated project area is provided as Attachment A.

B. INTRODUCTION

San Ramon was incorporated in July 1983 and chartered in 1997. The City operates under a Council-Manager form of government with over 200 employees. The City provides a full range of services typically associated with a municipality, including police, public services, community development (planning and building inspection), engineering, transportation and parks. In addition, the City also operates two libraries, numerous park and recreation facilities including two aquatic centers, a performing arts theater and (2) community centers. The City of San Ramon is located in southern Contra Costa County, surrounded by the communities of Danville and Dublin, as well as the unincorporated lands in both Alameda and Contra Costa Counties. The City’s location along the Interstate 680 corridor links it to other parts of the San Ramon Valley, Central Contra Costa County to the north, and San Jose to the south. This location, combined with the proximity of the intersection between Interstates 680 and 580, as well as
being home to Bishop Ranch Business Park, makes San Ramon an integral part of the Bay Area economy. The expected build-out population is approximately 96,000 in 2035.

C. SCOPE OF SERVICES

The recommended Scope of Services includes, but is not limited to, all necessary analyses, documentation, and implementation strategies necessary to develop and support the vision of the Walking District Master Plan for the City core. The Master Plan is intended to guide future development and improvements to ensure that implementation of the Walking District is considered and part of the long-range vision for the City. The scope of services for the development of the Walking District Master Plan should include:

1. Initiate Project Development Team: The Consultant shall work with City Staff to assemble a project team consisting of key City Departments, programs, and stakeholders to help guide the development of the Walking District and establish key tasks and project schedules. The Consultant should consider (5) in-person team meetings for coordination and review of work products.

2. Collect Existing Data, Background Information, and Identify Key Stakeholders. The Consultant shall work with City departments to collect the necessary data and information regarding the proposed Walking District purpose, location, features, local resources, existing concepts (Attachment A) and identify additional stakeholders.

3. Design Charrette Workshops. The Consultant and design team shall advertise and conduct (2) public design charrette workshops consisting of the Arts Advisory Committee, Open Space Advisory Committee, Economic Development Advisory Committee, Transportation Advisory Committee, liaisons from the Commissions, and the public at large to develop the initial vision and scope of the Master Plan. The feedback from the first workshop shall inform and be refined by the second workshop.

4. Administrative Draft Master Plan. Based on the workshops and information collected, the Consultant shall prepare an administrative draft Walking District Master Plan that includes at a minimum the purpose and vision, background, design and layout (including maps), circulation and connection points, wayfinding strategies, branding, promotion and implementation strategies.

5. Public Draft Master Plan. Based on comments from the charrette workshops, the Consultant shall prepare the Public Draft Master Plan for review by the stakeholders, Committees, and Commissions as discussed in item 7 below.

6. CEQA Assessment: The Consultant shall prepare and provide a memo regarding a recommended course of action regarding compliance with CEQA based on the scope of the proposed Master Plan.

7. Presentation of Materials: The Consultant will present the final Public Draft Master Plan to the Parks Commission and Planning Commission for final public review and comments prior to
City Council action. The review process shall include (1) public meeting with the Parks Commission, (2) public hearings with the Planning Commission, and (2) City Council meetings to consider final adoption.
In addition, the Consultant should provide an outreach strategy to various Civic groups, which may result in additional presentations. The Consultant, in consultation with City Staff, shall be responsible for the preparation of all staff reports and presentation materials.

D. SUBMISSION REQUIREMENTS

Proposals must be received by **4:00 PM on June 28, 2019**. Consultant shall submit one originally signed proposal by an authorized official of the firm and five copies in a sealed package or envelope marked “San Ramon Walking District Proposal.”

Proposals may be either mailed or delivered in person to:
Lauren Barr, Planning Manager
City of San Ramon
Community Development Department
2401 Crow Canyon Road
San Ramon, CA 94583

A PDF of the proposal must also be emailed to: lbarr@sanramon.ca.gov. The PDF does not constitute a submission alone. The original must be received as noted above. All proposals received after the date noted will be rejected. **The City anticipates the selection process to be completed in July-August of 2019.**

E. PROPOSAL REQUIREMENTS

1. **Scope of Services**
Consultant shall provide a clear and concise response to the Scope of Service requirements set forth. This response should present a demonstration of the firm’s understanding of the project and their suggested approach to the project.

2. **Qualifications**
Identify the key personnel involved in this project, including sub-consultants and co-proposers. The people identified will be the ones allowed to participate in an interview. Also state their experience with similar projects.

3. **References**
Include the names, addresses, emails, and telephone numbers of the three most recent clients for whom you have provided similar services. Also provide (electronically is preferred) a sample of a relevant work product.

4. **Disclosure**
Disclose any professional or personal financial or other interest which could be a possible conflict of interest in performing the services of the RFP.
5. Cost Proposal
   a. Provide a detail of fees to be charged, including hourly rates and expected payment schedule.
   b. The proposal should detail the costs by general category of work.
   c. Provide an estimated total amount for the scope of services required.
   d. Detail costs of any additional charges that are not included in the basic fee. Please Note: The City of San Ramon will not pay travel time for Consultants to or from the City of San Ramon and administrative overhead must be included in the hourly rates and not as an additional percentage of the billing.

6. Work Plan and Schedule
   a. Demonstrate how the Consultant will prepare and complete the Walking District Master Plan.
   b. Provide an assessment of the amount of time and information that will be required of City Staff who will be involved in the project.

The Consultant will be responsible for preparation of all documentation as required by the proposal. It is anticipated that the Consultant will provide the following services and work products:

   a. Administrative draft document for staff review – electronic copy
   b. Draft document for public distribution – electronic copy,
   c. Final screen check document for staff review – electronic copy
   d. Final document for City Council and public distribution – 10 hard copies, one electronic copy
   e. Attendance at public hearings and meetings. At least (2) workshops and (7) public Committee/Commission meetings are anticipated. Additional public meetings with committees or stakeholder groups may be necessary.
   f. Staff reports and display materials (slideshows, multimedia, etc.) and copies of necessary documents for all presentations and public hearings.

F. SELECTION CRITERIA

The following criteria are among those that will be used to evaluate submitted qualifications:

1. A high level of professional competence and a proven track record in the field of the requested service.
2. Experience of personnel listed in the RFQ.
3. If a joint venture, the track records of team members’ experience working together and on similar projects.
4. Cost of providing the consulting services.
5. Review of references.
The City reserves the right to reject any and all Request for Qualifications. The Consultant will comply with affirmative action, access of records, conflict of interest, and other provisions as required.

G. ADDITIONAL INFORMATION

Additional information regarding the General Plan, Zoning Ordinances, Parks Master Plan and other policies are located on the City website at www.sanramon.ca.gov.

H. CONTRACT AWARD

The selection of any proposal does not imply acceptance by the City of all terms of the Proposal. If a satisfactory contract cannot be negotiated in a reasonable amount of time, the City may terminate negotiations with the selected Consultant and begin contract negotiations with the next highest ranked Consultant.

I. CONTACT INFORMATION

For any questions or further information, please contact Shinei Tsukamoto, Associate Planner at sttsukamoto@sanramon.ca.gov (925) 973-2569 or Lauren Barr, Planning Manager at lbarr@sanramon.ca.gov (925) 973-2567
ATTACHMENT A

The San Ramon Walking District Project Area