



# REQUEST FOR PROPOSALS (RFP)

---

JUNE 23, 2008

Five Points Commercial Neighborhood  
PARKING AND CIRCULATION PROJECT DESIGN

RFP due 4:00 PM

Wednesday, July 30, 2008

Uptown Partnership, Inc.

3108 Fifth Avenue, Suite B

San Diego, California 92103

- 
- A. INTRODUCTION
  - B. PROJECT AREA
  - C. PROJECT BACKGROUND
  - D. PROJECT DESCRIPTION
  - E. PROJECT GOALS
  - F. SCOPE OF REQUIRED SERVICES
  - G. PROJECT SCHEDULE
  - H. GENERAL PROPOSAL REQUIREMENTS
  - I. PROPOSAL CONTENTS
  - J. SUBMISSION REQUIREMENTS
  - K. SUBMITTING QUESTIONS
  - L. CONSULTANT SELECTION PROCESS
  - M. EVALUATION CRITERIA
  - N. SPECIAL CONDITIONS

## **A. INTRODUCTION**

The Uptown Partnership, Inc. (under contract with the City of San Diego Redevelopment Division) is seeking proposals from qualified individuals and firms for professional services to design, estimate the costs of, and identify funding sources for traffic calming, sidewalk, and related street right-of-way projects in the Five Points commercial neighborhood.

The City of San Diego Redevelopment Division carries out redevelopment activities in eleven neighborhoods, including the 1,360-acre North Bay Redevelopment Project Area that encompasses the Five Points commercial neighborhood.

Uptown Partnership, Inc. (Partnership) is a non-profit corporation that manages the Uptown Community Parking District (CPD) for the City of San Diego. In this role, the Partnership studies parking and circulation issues to prepare and fund improvements in the Uptown CPD.

This RFP describes the project, the required scope of services, the consultant selection process, and the minimum information that must be included in a submitted proposal. Failure to submit information in accordance with the RFP requirements and procedures may be grounds for disqualifying a proposal from consideration. The Partnership and an advisory committee of neighborhood representatives will oversee this project.

## **B. PROJECT AREA**

Five Points is one of five neighborhood commercial centers in the Uptown CPD. It is located northeast of Interstate 5 (I-5) on both sides of Washington Street, extending south to Chalmers Street. The approximate boundaries are Lindbergh Field on the west, Pringle Street on the north, Guy Street on the east, and Glenwood Street on the south.

Within the commercial center, a diversity of businesses serves customers. Restaurants range from take-out counters and waiter-service establishments to a pub. Other businesses include a language school, a liquor store and several offices. Large gas stations are located on both sides of Washington Street, immediately east of the freeway. Apartments and houses are located immediately north, east, and south of the commercial center.

West of the freeway, a large office complex, a gym and an appliance store provide customer parking on relatively large lots. A San Diego Trolley station is located at Washington Street, one block west of the freeway. Although this area is outside of the Uptown CPD, it is part of the Five Points commercial neighborhood and the North Bay Project Area of the Redevelopment Agency.

The North Bay Project Area is adjacent to the San Diego International Airport, is accessible by two major freeways, and has both light-rail and heavy-rail transportation for employees and freight. The Project Area is home to major high-tech employers including the Space and Naval Warfare Systems Command (SPAWAR) and Science Applications International Corp. (SAIC) and is also accessible to San Diego Bay and Mission Bay.

## **C. PROJECT BACKGROUND**

In 2004, the Partnership sponsored the Uptown Parking Summit, a public workshop, to address the parking and circulation needs in all five Uptown commercial districts – central Hillcrest, east Hillcrest, Mission Hills, Bankers Hill-Park West, and Five Points. For each neighborhood, workshop participants prepared a conceptual improvement plan using parking data collected by Partnership staff. The Five Points concept called for narrowing street travel lanes, modifying traffic flows on streets, restriping for diagonal parking and improving pedestrian safety and access. Following the 2004 Parking Summit, the Partnership committed funds for a more extensive study of Five Points.

The Partnership conducted two neighborhood workshops in April 2006 and February 2007 in order to engage neighborhood stakeholders in developing the Five Points improvement program. An advisory committee appointed by the Partnership Board of Directors in 2006 met regularly during the study period to work out the details of the plan.

In June 2007, the Partnership published the Five Points Traffic and Circulation Report which has been reviewed and approved by the Partnership Board of Directors, Uptown Planners, and the Board of Directors for the Mission Hills Business Improvement District. In mid-2007, the City Council also reviewed the plan and approved the recommendation to add diagonal parking on San Diego Avenue. The Report recommends several projects designed to improve traffic flow, increase parking opportunities, and improve pedestrian access. The report outlines near-term projects, capital projects, and projects in need of further study.

**D. PROJECT DESCRIPTION**

This Request for Proposal is seeking professional services for the following project elements (which are described in more detail on pages 10-12 of the Five Points Traffic and Circulation Report). The budget for this project is \$75,000.

1. Design pedestrian improvements for the I-5 freeway underpass to encourage transit ridership by employees and visitors of the commercial core in the Five Points study area. Improvements could include, but not be limited to, landscaping, lighting, sidewalk barriers, and/or art from the Trolley Station on Hancock Street to India Street. Determine costs for each alternative design.
2. Determine the feasibility of a pedestrian curb extension on the southwest corner of Washington and India Streets.
3. Redesign the curbs and median islands located north and south of the India Street-San Diego Avenue "Y" intersection. Determine cost.
4. Develop strategies to slow-down traffic on residential streets in the Five Points neighborhood primarily east of Columbia Street. Determine cost to implement strategies.
5. Evaluate the feasibility and effectiveness of strategies to reduce speeding on residential streets.
6. Design bikeway improvements on Washington Street including an analysis of alternative bike routes through the Five Point Neighborhood. Estimate cost of improvements
7. Determine public safety access to the residential neighborhoods if a one-way circulation loop utilizing India Street and San Diego Avenue is designed and implemented.

**E. PROJECT GOALS**

The proposed project will identify and analyze capital improvements that improve vehicular and pedestrian mobility and eliminate neighborhood blight. Goals for the project include the following:

1. Enhancing neighborhood appearance.
2. Promoting pedestrian and bicycle access.
3. Moderating motor vehicle travel speeds on major streets.
4. Reducing parking and traffic impacts on residential streets.
5. Improving traffic circulation.
6. Enhancing economic vitality.

**F. SCOPE OF REQUIRED SERVICES**

The selected consultant or consultant team will complete the following tasks and prepare the corresponding products.

TASK	DELIVERABLE
<p>1. Refine Project Scope of Work</p>	<p>A revised scope of work based on the Five Points Parking and Circulation Report</p>
<p>The consultant will revise this scope of work and schedule to specify the most cost effective way to identify optimum circulation improvements in the Five Points Area. The consultant will present the modified scope of work to the Uptown Partnership Inc., staff and the Five Points Advisory Committee. The Executive Director will approve the final scope.</p>	
<p>2. Set up and implement a public outreach program</p>	<p>A public outreach strategy and two neighborhood workshops</p>
<p>As part of the scope of work, the consultant will work with Uptown Partnership, Inc. staff to prepare a public outreach strategy to include the Five Points Advisory Committee, members of the North Bay Project Advisory Committee, and interested individuals, organizations, and businesses that live and work in the Five Points neighborhood. The strategy will include two public workshops; the first one designed to engage the public in developing alternative scenarios, the second one designed to receive input on project alternatives. The strategy will include schedule and budget for the workshops, a description of the public outreach program including invitation lists, notifications, agendas, workshop materials, and final reports.</p> <p>The consultant will be responsible for advertising each neighborhood workshop, preparing promotional materials, determining workshop activities, preparing workshop materials, preparing agendas, and preparing a written summary highlighting conclusions and recommendations.</p>	
<p>3. Collect existing conditions information</p>	<p>Existing conditions data</p>
<p>The consultant will confer with staff from the City of San Diego and other agencies as applicable to <b>collect, update, and consolidate</b> pertinent travel information for the study area. This data will include:</p> <ul style="list-style-type: none"> <li>a. Existing daily travel volumes, speed, collisions, and pedestrian travel</li> <li>b. Forecast daily traffic volumes</li> <li>c. Existing parking supply (update Uptown Partnership inventory)</li> <li>d. Parking space use (update Uptown Partnership and SD Traffic Engineering surveys)</li> </ul>	
<p>4. Analyze existing conditions and forecast future conditions in 2030</p>	<p>Evaluation of existing conditions (base data) for project area and summary of 2030 forecast</p>

TASK	DELIVERABLE
<p>Using the data collected and mapped in Task 3, the consultant will analyze pedestrian movement, traffic flow and speed, parking opportunities, and bike routes in the neighborhood. Data will include:</p> <ul style="list-style-type: none"> <li>a. A model depicting existing traffic and circulation</li> <li>b. Forecast for future travel demand</li> <li>c. Forecast for future parking demand in the commercial district</li> </ul>	
<p>5. Identify alternative scenarios</p>	<p>Summary and comparative evaluation of alternative scenarios</p>
<p>Based on the analysis of existing conditions, the consultant will identify potential scenarios to achieve the project’s goals.</p> <p>The consultant will identify alternative scenarios based on the capital and operating cost for each element:</p> <ul style="list-style-type: none"> <li>a. Design for pedestrian improvements (including landscaping) for the I-5 underpass at Washington Street.</li> <li>b. Pedestrian curb extensions and landscaping improvements at Washington and India Streets.</li> <li>c. Redesign of the curbs and median at the “Y” at India Street and San Diego Avenue. Include landscape design.</li> <li>d. Design bicycle improvements at Washington Street from Pacific Highway to University Avenue including the underpass.</li> <li>e. Design for pedestrian and bicycle improvements at three Washington Street intersections – Hancock Street, San Diego Avenue, and India Street.</li> <li>f. Design for traffic calming strategies on India Street from Vine Street to San Diego Avenue.</li> <li>g. Evaluation of a traffic calming strategy for residential areas east of Columbia Street.</li> <li>h. Evaluate existing stairway located northwest of the intersection of Washington and India for safety purposes.</li> </ul>	
<p>6. Evaluate public safety issues of a one-way circulation loop involving India and Washington Streets and San Diego Avenue; modify scenarios in No. 5 above as necessary.</p>	<p>Evaluate feasibility of a one-way circulation loop for the Five Points commercial neighborhood</p>

TASK	DELIVERABLE
Alternative scenarios for the project elements outlined in No. 5 above may not be feasible if the India and Washington Streets and San Diego Avenue circulation system is redesigned. This task will first look at public safety access to the Five Points neighborhoods, then, if feasible, design an alternative circulation system along with the identified alternative scenarios in No. 5 above.	
7. Evaluate alternative scenarios	Summary and comparative evaluation of alternative scenarios
Prepare criteria for evaluation; apply criteria to do the evaluations. Work with the Five Points Advisory Committee to provide planning level data and a comparative evaluation of the scenarios, taking into consideration the capital and operating costs, environmental impacts, and travel impacts.	
8. Recommend Projects for Implementation	Recommend improvements designed to meet the project's objectives
Based on the evaluation of the alternative scenarios, input from the neighborhood workshops, the project area committees, and the Partnership staff, the consultant will prepare a written report recommending specific projects that incorporate the nine elements described in Task No 5.	
9. Refine the Cost and Impacts of the Recommended Projects	Budget
With input from the Partnership staff and City Traffic Engineering, prepare a budget for the recommended projects.	
10. Identify and Recommend a Funding Program for Recommended Projects	Funding program
The consultant will research available funding sources to recommend a funding strategy to the Uptown Partnership and the Redevelopment Agency.	
11. Present recommendations to stakeholder groups	PowerPoint summarizing report
Following the second neighborhood workshop, the consultant will present the project conclusions to relevant community groups, including: Uptown Partnership Board of Directors, and North Bay Redevelopment Area Project Advisory Committee.  For this task, the consultant will prepare a visual (PowerPoint) presentation summarizing the final recommendations, budget and funding program.	
12. Prepare draft and final reports	One working draft and one final report

TASK	DELIVERABLE
The consultant will submit a draft report for review by the project partners then prepare a final report at the direction of the Partnership staff. The report will include the deliverables of the proposal, highlighting the final recommendations, budget and funding proposal.	

**G. PROJECT SCHEDULE**

The contract will require completion of this project within 180 days of the date that a Notice to Proceed is issued to the selected consultant.

The following schedule is tentative.

1. Issuance of Request for Proposals	June 23, 2008
<i>or Review of pre-qualified consultants' list</i>	
2. Due date for question submissions from interested consultants (4:00 PM)	July 9, 2008
3. Due date for responses to questions from interested consultants (4:00 PM)	July 16, 2008
4. Due date for proposal submissions (4:00 PM)	July 30, 2008
5. Possible oral interviews	August 7-8, 2008
6. Consultant selection	August 8, 2008
7. Notice to selected consultant	August 13, 2008
8. Contract negotiation	August 14-28, 2008
9. Contract approval	August 29, 2008
10. Notice to Proceed with Project (estimated)	August 29, 2008
11. Project completion	180 days after Notice to Proceed is issued

**H. GENERAL PROPOSAL REQUIREMENTS**

1. Proposals shall be presented as follows.
  - a. Concise and well organized, demonstrating the consultant's qualifications and experience applicable to the project.
  - b. Limited to ten (10) one-sided pages (8.5 inches x 11 inches), exclusive of resumes. Special graphics, forms, photographs, pictures, dividers, front and back covers, and cover letter are not required.
  - c. Prepared with a type size and margins for text pages that result in no more than five hundred (500) words per page.
  - d. This detailed work program must be presented in written form and in electronic format using MS Word or Adobe PDF.

## **I. PROPOSAL CONTENTS**

Proposals shall be presented in the following order and shall include the following.

1. Identification of the entity and identity of all principals.
  - a. Legal name and address of business.
  - b. Legal form of entity (partnership, corporation, joint venture, etc.). If a joint venture, identify the members of the joint venture and provide all information required within this section for each member.
  - c. Name, title, mailing address, telephone number, and e-mail address of the person to contact concerning the proposal.
  - d. Name, title, mailing address, telephone number, and e-mail address of the person who will coordinate with Janet Fairbanks, Uptown Partnership, Inc. staff, and manage the contract if this proposal is accepted.
2. Consultant's Experience and Technical Qualifications.
  - a. Describe the consultant's experience in completing similar projects. Address all of the following elements. If any additional persons will work on the project, include a one-page resume for each.
    - i. Professional degrees, licenses, certifications, or relevant professional achievements;
    - ii. Knowledge of vehicle, pedestrian, and bikeway circulation systems;
    - iii. Three (3) projects of similar scope; and
    - iv. Three (3) client references.
3. Knowledge and Understanding of Local Environment. Describe the consultant's prior experience working with community groups in the San Diego area and the consultant's perceived ability to work closely with Uptown Partnership, Inc.'s staff.
4. Work Program. The consultant must describe how it proposes to accomplish the work identified in this RFP.
5. Cost Estimates.
  - a. Provide a breakdown of estimated total direct and indirect costs to complete the tasks and deliverables as described in the Scope of Required Services.
    - i. Identify direct and indirect costs by task.
    - ii. Identify direct and indirect cost by the following categories: labor, materials, travel, and overhead.
    - iii. Include a total amount not to be exceeded per task.

## **J. SUBMISSION REQUIREMENTS**

1. Proposals must be signed by an individual authorized to execute legal documents on behalf of the consultant.
2. Uptown Partnership, Inc. must receive one electronic copy and five printed copies of the proposal no later than 4:00 pm on Wednesday, July 30, 2008, at the Uptown Partnership, Inc., 3108 Fifth Avenue, Suite B, San Diego CA 92103.
3. Failure to comply with RFP requirements may result in disqualification.

**K. SUBMITTING QUESTIONS**

All questions relating to this RFP may be presented in writing to Janet Fairbanks at the address listed above or by e-mail to [jfairbanks@uptownpartnership.org](mailto:jfairbanks@uptownpartnership.org) prior to 4:00 pm on Wednesday, July 9, 2008.

Janet Fairbanks will distribute a written response to the questions by e-mail no later than 5:00 pm on Wednesday, July 16, 2008, to all potential consultants who provide their e-mail addresses no later than 4:00 pm on Wednesday, July 9, 2008

**L. CONSULTANT SELECTION PROCESS**

The Uptown Partnership staff will establish a Consultant Selection Committee (CSC) for this project.

Based upon its initial review of the submitted proposals, the CSC will rank the proposals, based on the project teams' qualifications for this project. The highest ranked firms may be interviewed by the CSC, however, Uptown Partnership, Inc. reserves the right to make the final consultant selection based solely upon evaluation of the written proposals, without conducting oral interviews.

The CSC may interview the short-listed firms. Based upon its review of the submitted proposals and interviews, if any, the CSC will rank the finalists based on qualifications and recommend one consultant to the Uptown Partnership, Inc. Board of Directors, which has final authority for selection. Uptown Partnership, Inc. will notify the selected consultant in writing within 24 hours of the Board of Directors' action to confirm the selection

After the Board of Directors makes its selection, the Uptown Partnership, Inc. Executive Director will proceed to other negotiations with the consultant. Negotiations will cover:

1. Scope of work;
2. Contract schedule;
3. Contract terms and conditions;
4. Technical specifications.

If Uptown Partnership, Inc. is unable to reach an acceptable agreement with the selected consultant, it may terminate negotiations and initiate negotiations with the next ranked consultant.

After negotiating a proposed agreement, the Executive Director will recommend its approval to the Uptown Partnership, Inc. Board of Directors.

Upon approval, the Board of Directors will submit the contract to the City of San Diego. The City has final authority to approve the proposed agreement.

**M. EVALUATION CRITERIA**

Uptown Partnership, Inc. will evaluate proposals using the following criteria:

1. Experience and technical qualifications of the consultant in completing the project tasks,
2. Knowledge and understanding of the local environment;
3. Adequacy of the proposed work program.

## **N. SPECIAL CONDITIONS**

### **1. Reservations**

- a. This RFP neither obligates nor is expected to obligate Uptown Partnership, Inc. to award a contract or to defray any costs incurred in the preparation of a proposal pursuant to this RFP.
- b. Neither Uptown Partnership, Inc. nor the City of San Diego assumes any liability or responsibility (express or implied) arising out of this consultant selection process.
- c. No retroactive reimbursement will be made or considered by Uptown Partnership, Inc. for any costs incurred in preparing a response to this RFP.

### **2. Public Records**

- a. All proposals submitted in response to this RFP become the property of Uptown Partnership, Inc. and, as such, are considered public records.
- b. As public records, these proposals may be subject to public review following the selection of any consultant. The proposals, however, will remain confidential during the review process.

### **3. Right to Cancel**

- a. Uptown Partnership, Inc. reserves the unqualified right to cancel or modify, in whole or in part, at any time this RFP, including the selection schedule, submission date, and submission requirements.
- b. If Uptown Partnership, Inc. cancels or otherwise revises this RFP, it will notify consultants in the same manner as it published the RFP.

### **4. Compliance with Federal, State, and Local Law.** All consultants responding to this RFP agree to comply with applicable state, federal, and local laws relating to proposal disclosures and the ethical obligations required for all prospective contractors with public entities.

### **5. Additional Information.** Uptown Partnership, Inc. reserves the right to request additional information and/or clarification from all consultants with respect to their submissions in response to this RFP.

Thank you for your interest.