

REQUEST FOR PROPOSALS

Consulting Services to Assist
The City of Newark in Development of a
Specific Plan and Environmental Impact Report
for the Dumbarton Transit-Oriented
Development

August 21, 2008

**Proposals Due
September 30th by 5:00 p.m.**

City Of Newark Request For Proposal

Project Description

A Specific Plan, General Plan Amendment, Zoning Code Amendment, design guidelines and EIR are needed to facilitate the development of a Transit-Oriented Residential Neighborhood in the City of Newark. The Zoning Code Amendment will include form-based elements. The supporting environmental review will be a Master EIR. The project area includes 233 acres of land that has contained various industrial, manufacturing, chemical processing and salt production facilities since the early twentieth century. Much of the land, which is located at the transition from the bay to the built environment, is currently vacant or undeveloped.

Background

The project area was described as "Area Two" in Newark's General Plan. It is identified as a Priority Development Area as a part of the "Focusing our Vision" Regional blueprint process. Although it has been known as "Area Two", it is now referred to as "Dumbarton Transit-Oriented Development (TOD)". Land use designations for the Plan Area were updated in 1999 with the adoption of the Newark Area Two Specific Plan, which anticipated the construction of a Community College surrounded by multi-level office and R&D buildings. However, after adoption of that Plan, the community college located elsewhere and market for office space in South Alameda County diminished. The planned Dumbarton Rail Corridor station within the project area presents an opportunity to create a vibrant new transit-oriented center in Newark that will provide new housing while generating significant ridership for the Dumbarton Rail Corridor.

In collaboration with project area property owners, the City of Newark has completed a planning process that has included the development of a Conceptual Land Use Plan for the Area. This process has included two well-attended community workshops, and a hearing before the Planning Commission and City Council. This process has given community members and policy makers the opportunity to voice their thoughts and concerns about new development. A report on the conceptual planning process is attached.

The Vision

A new transit and pedestrian oriented community built next to a Dumbarton Commuter Rail station in the City of Newark. A neighborhood that takes advantage of its transit investment to facilitate alternative commutes, dramatically increase pedestrian mobility and to take full advantage of its location and surrounding open space resources to create a high quality of life community that is both unique and seamlessly integrates into the existing Newark Community.

Project Overview

The project will include:

- A Specific Plan and General Plan Amendment
- Development of design standards and zoning code with form-based elements.
- Review of soil and groundwater contamination issues
- Delineation of potential wetlands and development of mitigation strategies.
- Analysis of Infrastructure Issues, Including traffic, schools, utilities
- Analysis of feasibility and advisability of project amenities such as a Performing Arts Center, Bay Trail segment, and other amenities.
- Parking Analysis and consideration of reduced parking standards
- Fiscal Impact Analysis
- Environmental analysis of the project: Specific Plan, General Plan Amendment and Rezoning

Community Involvement Strategy

Community involvement is critical to the success of this project. As noted in the Scope of services below, it is envisioned that there will be three community workshops during the Specific Plan process to help develop alternatives, choose a preferred alternative, review design standards, and review the draft Specific Plan. Planning Commission and City Council hearings will also be part of the public meeting process. In order to help workshop participants better understand the development alternatives being considered, perspective drawings, photo-simulations, precedent photos and other graphic tools will need to be employed.

Efforts will be made to engage nearby residents as well as the broader Newark Community. Newark's Spanish-speaking population will be contacted through Spanish language media, local churches and community organizations, and outreach materials for workshops and other Specific Plan-related events will need to be translated into Spanish.

Scope of Services

Phase 1: Refinement of Land Use Concept

1.1 Review and Incorporation of Previous Studies

The City of Newark with property owners have completed a concept Planning process, where the general concept of the higher density residential development was developed, discussed in neighborhood workshops and approved by the Planning Commission and City Council. A summary of that effort is attached. Furthermore, the 1999 Specific Plan is a resource for background information.

1.2 Additional Analysis

The approved land use concept will be utilized as the basis for a further refined land use plan. The refined plan will be revised based on additional information and will be refined to a higher level of detail.

- Parking analysis with an emphasis on the potential to reduce parking requirements, utilization of joint use parking, provision of car sharing to reduce parking demand.
- Further review of soil and groundwater contamination issues.
- Preliminary delineation of potential wetlands and development of mitigation strategies. The Area 2 Specific Plan area contains areas of significant natural value that have the potential for preservation.
- A School needs assessment will need to be conducted to confirm the assumption that a school site is not needed in the project area and analyze what improvements to existing schools sites would be needed to accommodate students from this project.
- Analysis of Potential Traffic impacts and preliminary mitigation strategies will need to be completed.
- A Needs assessment and feasibility analysis of a potential Performing arts center will need to be completed. This study would determine if there is adequate demand for such a facility, what size and type of facility is needed, and where within the City of Newark would be the best location for such a facility.

- A Market Analysis will be undertaken to gain a clearer understanding of the market potential of the site, including the potential for retail development. A Financial Analysis will also be undertaken to assess feasibility of alternatives and to review options for funding cost of public improvements.
- Further Infrastructure studies would be completed as needed to refine the land use concept.

1.3 Development of refined land use plan

Based on the additional information and refined land use plan would be produced. The plan would have more detail, and would include with building massing and land use intensities. The refined plan would include Photo simulations to demonstrate design concepts

Community Workshop 1 -- Presentation of Study Outcomes and Refined Land Use Plan

Phase 2: Land Use Plan and Design

2.1 Refine Plan

Community input received at Community Workshop 1 would be addressed, and incorporated as necessary.

2.2 Design station area and commuter/joint use parking

In coordination with the Dumbarton Rail Corridor Project the Conceptual plan of the Newark station should be developed in such a way to insure pedestrian connection and connectivity while facilitating auto and bus transit. The location for the 500-600 space parking area should be organized to minimize the impact on walkability and maximize the positive spillover benefits such as joint use for the parking

2.3 Develop Design Guidelines

Design guidelines would set clear standards for public and private development, with particular emphasis on how this development shapes the pedestrian realm. A significant portion of the Plan Area's pedestrian realm will be located within publicly-accessible spaces, including streets, alleys, parks, squares, plazas and courtyards. Streetscape development standards should be created to address sidewalk width, street trees, paving materials, landscaping, street furniture and street lighting.

In addition, design guidelines will be developed to provide guidance on the design of buildings and other private development as it shapes the pedestrian realm. These are likely to include guidance on ground floor height, ground floor transparency, building massing, building materials, façade articulation, fenestration, signage, and landscaping.

2.4 Develop zoning codes

A zoning code that is built upon the design guidelines and utilized form-based elements is needed to facilitate the development. The code should utilize the best practices that have been employed in other transit-oriented developments. The form-based codes would address the relationship between building facades and public spaces, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in the codes should be presented in both diagrams and words.

2.5 Develop Infrastructure Plan

Infrastructure to be examined will include storm water, sewer, water supply, street improvements, and power. Community services such as schools, parks and libraries will also be reviewed in light of new households in the Specific Plan Area. Cost estimates will be provided and included in the Financing Plan in the Implementation section of the plan.

2.6 Develop Affordable Housing Strategy

A range of housing options will be encouraged in order to accommodate the diverse household types envisioned for the Plan Area. This will likely include townhomes, condominiums and single-family homes.

2.7 Develop Implementation Plan

The Implementation Plan will be crafted to provide clear guidance for policy makers to take the necessary actions that are critical for carrying out the vision for the Specific Plan. It will: Recommend regulatory and programmatic steps necessary to support the realization of the Specific Plan vision; Identify the physical improvements to infrastructure, public services and community amenities needed to support the proposed development concept as well as the funding mechanisms needed to fund these improvements; and divide implementation actions into short-term, mid-term and long-term implementation actions and identify actors responsible for carrying out each action.

2.8 Accessibility Plan

The relationship between the rail station and the land uses surrounding it will be carefully considered as part of an accessibility plan for the station area. This will include access to retail, community facilities, housing and open space. Wheelchair accessibility to other portions of the Plan Area should be easily achievable, given that it is relatively level.

2.9 Conduct Fiscal Impact Analysis

A fiscal impact analysis the estimates the impacts on the City's ability to provide necessary services should be produced. The analysis should estimate the cost of providing services to the new development and the revenue that would be generated to pay for the provision of these services. This analysis should address capital costs as well as on-going cost. Funding sources and mechanisms to enhance revenues available for the provision of services should be described and assessed.

Community Workshop 2 -- Present Proposed Land Use Plan, with Urban design and streetscape standards and EIR scoping Meeting

Phase 3: Create Draft Specific Plan

Including the following elements:

- Policy Framework
- Goals Objectives and Policies Land Use
- Station Access and Circulation
- Urban design and streetscape standards
- Form-Based Zoning
- Infrastructure Plan
- Implementation Plan

Community Workshop 3 -- present Draft Specific Plan for Community review and input.

Phase 4 Master EIR

Project consultant(s) will prepare a Master Environmental Impact Report (EIR) in compliance with the provisions of the California Environmental Quality Act (CEQA), and will prepare responses to comments received during

the public review period, any associated Mitigation Reporting Plan, and Findings of Fact and Statement of Overriding Considerations as applicable. The EIR shall address, at a minimum, the following areas:

Land Use Consistency and Compatibility – The EIR will evaluate the proposed project's consistency with adopted City plans and policies.

Transportation and Circulation – A traffic study analyzing traffic and circulation issues, impacts on existing and proposed bikeways, transit systems (bus and commuter rail) and pedestrians, and impact on pedestrian safety.

Air Quality – The EIR will address the project's impact on air pollutants and their precursors as well as localized carbon monoxide impacts utilizing the appropriate air quality modeling tools. The analysis will address both operational including vehicular emissions (long-term) and construction level (short-term) impacts.

Noise/Vibration – The EIR will evaluate the potential impacts on ambient noise levels from any construction related noise, as well as potential impacts on ambient noise from the proposed project (buildout of proposed land uses, including opportunity sites).

Biological Resources – The EIR will analyze the project's short-term (construction) as well as long-term impacts on biological resources including any special status species.

Toxics – The EIR will evaluate sites in the plan area that are potentially contaminated. Potential impacts will be identified and analyzed. Mitigation measures will be developed to ensure that proposed development can occur in the area.

Hydrology/Drainage/Water Quality/Sanitary Sewer System – The EIR will analyze and address the project's construction and operational impacts to hydrology, drainage, the sewer system, and water quality in the area.

Public Services – The EIR will evaluate the potential impacts to public services such as schools, solid waste, police, fire and utilities.

Cultural/Historical Resources – The EIR will evaluate potential impacts to cultural and historical resources in the proposed plan area. Mitigation measures will be identified to reduce potential impacts.

Discussion of Growth Inducing and Cumulative Impacts – The EIR shall address cumulative impacts of the project. The EIR shall discuss cumulative impacts when the project's incremental effect is considered cumulatively considerable.

Discussion of Alternatives – The EIR shall describe a range of reasonable alternatives for the project. The EIR will evaluate the comparative merits of the alternatives, including the "No Project" alternative.

Mitigation Monitoring Plan – A Mitigation Monitoring Plan will be developed for planned build-out of the Specific Plan.

EIR Scoping Meeting- a formal scoping meeting will be held to gather input on the potential environmental impacts of the project.

Planning Commission Hearing on Specific Plan, GPA and EIR

City Council Hearing on Specific Plan, GPA and EIR

Anticipated Schedule

Milestone	Date
Contract Approved	October 9, 2009
Community Meeting 1	February 2009
Community Meeting 2	May 2009
Notice of Preparation Issued/Scoping Meeting Held	May 2009
Community Meeting 3	November 2009
EIR released	December 2009
Planning Commission Consideration	February 2010
City Council Consideration	March 2010

Proposal Format

Proposals shall include the following information:

1. Introduction Letter – The letter shall identify the proposer, its area of expertise and shall convey its understanding of the Project. The letter shall include a list of names of individuals who will be the primary contacts, as well as a list of any sub-consultants.
2. Qualifications – A list of qualifications relating to the proposer's experience and knowledge of redevelopment law, CEQA and related procedures, and the adoption/amendment of redevelopment plans.
3. Method and Approach – The proposer will appropriately detail the method it will use to ensure that the Project is completed with high quality, in a timely fashion, and within budget.
4. Special Services – Provide detailed information about special services, if any, that the proposer provides which would enhance its ability to provide the services requested.
5. Sample Projects – Provide a list of similar projects that were most recently prepared and processed by the proposer.
6. Staffing – Provide a list of individuals, including sub-consultants, if any, and their qualifications who will be committed to completing the Project.
7. References – Provide a list of five references in which similar services were provided in the recent past.
8. Schedule – Provide a work schedule for the proposed project. The City expects to consider approval of the Specific Plan no later than March 2010.
9. Fee Proposal – Provide a fixed professional services fee and cost proposal to complete the Project.

SELECTION PROCESS

Evaluation of the proposals will be made by the City. The top firms, as determined by the evaluation of the proposals, may be invited for an oral interview if necessary. The written proposal will be evaluated and scored on the following minimum criteria which are rated by the following percentages:

- Experience and knowledge through similar projects: 50%
- Fee Schedule: 50%

PROCEDURES AND SCHEDULE

The City reserves the right to accept or reject any and all proposals and to change the scope of this RFP. Any proposal submitted during this RFP process becomes the property of the Agency. The Agency will not be liable for, nor pay costs incurred by the proposer in preparation of a response to this RFP or any other costs involved, including travel. The RFP mailing list is available upon request.

The funding anticipated for this project are Federal funds administered by the Metropolitan Transportation Commission, therefore certain procedures must be addressed:

- **Equal Employment Opportunity**

In accordance with Title VI of the Civil Rights Act, as amended (42 U.S.C. § 2000d); Section 303 of the Age Discrimination Act of 1975, as amended (42 U.S.C. § 6102); Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. § 12132); and 49 U.S.C. § 5332 for FTA-funded projects, the consultants must agree that they will not, on the grounds of race, religious creed, color, national origin, age, physical disability or sex, discriminate or permit discrimination against any employee or applicant for employment.

- **Disadvantaged Business Enterprises (Dbe)**

It is the policy of MTC and the U.S. Department of Transportation to ensure nondiscrimination in the award and administration of DOT-assisted contracts and to create a level playing field on which disadvantaged business enterprises, as defined in 49 Code of Federal Regulations Part 26, can compete fairly for contracts and subcontracts relating to MTC's procurement and professional services activities.

The consultants shall not discriminate on the basis of race, color, national origin or sex in the performance of this project. The applicable requirements of 49 CFR Part 26 in the award and administration of DOT-assisted contracts shall be carried out. Failure by City and /or consultants to carry out these requirements is a material breach of funding contract, which may result in the termination of this project or such other remedy as MTC deems appropriate.

- Title VI of The Civil Rights Act of 1964

Consultant will need to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (47 U.S.C. § 2000(d)) and the regulations of the Department of Transportation issued thereunder (49 CFR Part 21).

- Access Requirements for Individuals with Disabilities

The Consultant will need to comply with all applicable requirements of the Americans with Disabilities Act of 1990 (ADA), 42 U.S.C. § 12101 et seq.; Section 504 of the Rehabilitation Act of 1973, as amended, 29 U.S.C. § 794; Section 16 of the Federal Transit Act, as amended, 49 U.S.C. § 5310(f); and their implementing regulations.

- State Energy Conservation Plan

Consultant will need to shall comply with all mandatory standards and policies relating to energy efficiency that are contained in the State energy conservation plan issued in compliance with the Energy Policy and Conservation Act (42 U.S.C. § 6321).

Questions concerning this RFP should be directed to Terrence Grindall, Community Development Director, City of Newark, 37101 Newark Blvd., Newark, CA 94560 (510) 578-4208 or by email at terrence.grindall@newark.org

Proposals must be received by September 30th by 5:00 p.m. **E-mailed proposals are strongly encouraged.**