



COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: February 25, 2014
Staff Report #: 14-031

Agenda Item #: F-1

REGULAR BUSINESS: **Authorize Staff to Issue the Request for Proposal (RFP) for Consultant Services for the General Plan Update and M-2 Area Zoning Update**

RECOMMENDATION

Staff recommends the Council consider the staff report, presentation and public comment and authorize staff to issue the request for proposal (RFP) for consultant services for the General Plan Update and M-2 Area Zoning Update.

BACKGROUND

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ANALYSIS

On February 11, 2014, the Council authorized staff to proceed with the preparation of the Draft RFP for consultant services. A draft RFP is included as Attachment A. The proposed schedule is as following:

- Release RFP: Friday, February 28, 2014
- Submittal Deadline: Monday, March 31, 2014
- Interviews: Week of April 7, 2014
- Council Contract Approval: Tuesday, April 29, 2014

Embedded in the RFP are some statements related to the Consultant Selection process. Staff is recommending the formation of a Selection Advisory Panel comprised of the Council members, Planning Commissioners and staff as follows:

- Mayor Mueller (General Plan Update Subcommittee Member);
- Council Member Ohtaki (General Plan Update Subcommittee Member);
- Planning Commission Chair Kadvanly (As recommended by the Planning Commission on January 27, 2014);
- Planning Commissioner Riggs (As recommended by the Planning Commission on January 27, 2014);
- City Manager McIntyre;
- Community Development Director Heineck; and
- Public Works Director Taylor.

Staff will proceed with the formation of this Panel unless directed otherwise by Council.

Staff would welcome comments on the Draft RFP prior to the Council meeting. If comments are received, staff will evaluate the comments and recommend edits to the RFP at the meeting. In considering its action, the Council has the following options:

- Authorize staff to issue the RFP as amended at the Council meeting, subject to minor edits if needed for clarification before release of the RFP;
- Authorize the Council Subcommittee to finalize the RFP with staff by February 28, 2014; or
- Continue the item to the next Council meeting on March 4, 2014 for further refinements. (This option would affect the proposal schedule outlined above).

IMPACT ON CITY RESOURCES

The proposed work program would require both staff resources dedicated to the project, as well consultant services. The Council has budgeted \$2,000,000 for Fiscal Year 2013-14 for the General Plan Update for consultant assistance and staff time. Dependent on the scope of the work program, additional funding may be necessary in future years. Similar to the El Camino Real/Downtown Specific Plan, staff will explore options for a potential fee that could be imposed as a way to reimburse the City for the expenditure related to a specific geographic area.

POLICY ISSUES

The General Plan and M-2 Zoning update process will consider a number of policy issues.

ENVIRONMENTAL REVIEW

The General Plan and M-2 Zoning update is subject to the California Environmental Quality Act (CEQA) and an Environmental Impact Report (EIR) will be prepared at the appropriate time in the process.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, at least 72 hours prior to the meeting, with this agenda item being listed. In addition, the City sent an email update to subscribers of the General Plan Update project page. This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress and allow users to sign up for automatic email bulletins, notifying them when content is updated or meetings are scheduled. The page is currently available at the following location: http://www.menlopark.org/projects/comdev_gp.htm (Note: this project page address may be modified as part of the pending City web site update.)

ATTACHMENTS

- A. Draft Request for Proposal (RFP) for General Plan Update and M-2 Area Zoning Update (without Attachments)

Report prepared by:

Justin Murphy

Development Services Manager

Report Reviewed by:

Arlinda Heineck

Community Development Director

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2/20/14 DRAFT



**Request for Proposal (RFP)
for General Plan (Land Use & Circulation)
Update and M-2 Area Zoning Update**

Issued: Friday, February 28, 2014

Submittal Due: Monday, March 31, 2014 at 5:00 p.m.

Section 1: Introduction

The City of Menlo Park invites proposals from qualified firms who participated in the Request for Qualifications (RFQ) process for the City of Menlo Park General Plan Update. Proposals should consist of a prime consultant, and one or more sub-consultants. Team formation should be arranged by the prime consultant, and sub-consultants may propose with more than one team.

The General Plan Update and M-2 Area Zoning Update (Update) is of critical importance to the City, and will require substantial commitment by staff and investment of time of the community and financial resources. A proposal that comprehensively addresses the scope, demonstrates technical expertise, effective communication skills, provides an open and inclusive process, innovative vision, and a schedule that maintains momentum and participation will be essential to the success of the Update and will be the most successful candidates.

Responses must conform to the requirements of this Request for Proposal (RFP). The City reserves the right to reject any proposal which does not comply with this RFP.

All proposals for the General Plan Update and M-2 Area Zoning Update shall be received no later than **5:00 p.m. on March 31, 2014.**

Section 2: Background

About Menlo Park

The City of Menlo Park is a general law City located on "The Peninsula", between San Francisco and Oakland on the north and San Jose on the south. The City has access from both US 101 and Interstate 280, as well as a direct connection to the East Bay via the Dumbarton Bridge (State Route 84). The City borders the communities of Atherton, Redwood City, Woodside, East Palo Alto, and Palo Alto, as well as unincorporated San Mateo County and unincorporated Santa Clara County. In addition, the City is adjacent to Stanford University, along the City's southeastern border. The City has a population of approximately 32,000 and approximately 29,000 people are employed within its boundaries.

The City's residential neighborhoods are complimented by a number of active commercial areas, most notably the El Camino Real and Sand Hill Road corridors, the central downtown district along Santa Cruz Avenue, and the M-2 (General Industrial) zoning district near Bayfront Expressway (State Route 84) and US 101. Menlo Park has an active citizenry and high level of community involvement.

Adopted Plans

Menlo Park's current General Plan elements, available on the City web site, are comprised of three documents as follows:

<http://www.menlopark.org/departments/pln/gp/>

- Land Use and Circulation Elements, adopted in 1994 with amendments through May 2013;
- Open Space/Conservation, Noise and Safety Element, adopted in May 2013, and
- Housing Element (2007-2014 planning period), adopted in May 2013.

The update of the Housing Element for the 2015-2023 planning period is nearing completion. The City has received a comment letter from the California Department of Housing and Community Development, and is targeting adoption in April 2014. Extensive information regarding this Housing Element is available at the following web site:

<http://www.menlopark.org/athome>

In addition, the City adopted the El Camino Real Downtown Specific Plan in June 2012, and has recently conducted a review of the Plan. Extensive information regarding this Specific Plan is available at the following web site:

<http://www.menlopark.org/specificplan>

Objective, Givens and Parameters

The City Council has established a high priority on updating the General Plan and the zoning for the M-2 Area. The Update is intended to build upon and knit together a number of existing studies and plans that have been developed over the years or are currently underway. The Update is meant to provide a user-friendly and coherent policy document and implementation tools to guide the City as it faces opportunities and challenges over the next quarter century.

On December 17, 2013 and February 11, 2014, the City Council reviewed a set of "givens" or principles that would guide the overall development of the Update as follows:

- Community outreach and engagement will be an integral and robust component of the process to develop the plan;
- Focus will be given to the M-2 (General Industrial) zoning district, especially the evolution of the area and the appropriateness of land uses, intensity of uses, development standards, project review procedures, and use of hazardous materials;

- Throughout development of the General Plan Update, pursue opportunities to establish goals and policies that will support streamlining of the development review process where appropriate;
- Inclusion of new concepts and strategies to address emerging needs, including Greenhouse Gas Reduction, Sea Level Rise, Complete Streets, and Transportation Management Associations;
- Land use and traffic projections for potential growth would be to the Year 2040 for general consistency with other local and regional plans; (e.g., Urban Water Management Plan, City/Council Association of Governments (C/CAG) Traffic Model, etc.);
- Development of the General Plan will be informed by an Environmental Impact Report and a Fiscal Impact Analysis; and
- General Plan will comply with State law.

On February 11, 2014, the City Council reviewed the following set of parameters, which would be used in preparing this RFP:

- The Circulation Element update would be Citywide, but the focus would be east of El Camino Real.
- The General Plan would comply with the Complete Street Act of 2008.
- Potential changes to measuring transportation impacts (Vehicle Level of Service vs. Multi-Modal Level of Service) and the City's roadway classification systems (arterials, collectors, etc., as shown in Attachment C) should be considered.
- Material/substantive changes to the Land Use Element would be limited to M-2 Area for this phase of the General Plan Update [understanding there may be future phases of updates].
- Increased intensities in the M-2 Area (as shown in Attachment D) in terms of Floor Area Ratios (FAR) and opportunities for a mix of land use in select locations would be considered through the process with the criteria to be established through the process.
- Zoning Ordinance Amendments applicable to the M-2 Area would be considered concurrently with the General Plan Update, and would include potential changes to the process for reviewing the use and storage of hazardous materials.
- Themes of sustainability, integration, connection should be pursued and environmental circumstances should be considered prior to preparation of the Environmental Impact Report.
- The Open Space/Conservation, Noise and Safety Elements would be updated as needed for consistency or another compelling reason.
- The Housing Element would only be updated if needed for consistency.
- The "stretch" goal is to complete adoption of the General Plan Update and Zoning Ordinance Amendments two years after award of contract with the understanding that this may result in impacts to other City projects.
- The City is interested in partnering with a consultant team that is knowledgeable in best practices, has a proven track record, is innovative and creative, and is tuned into the needs of the community.

Staff also conducted outreach with various City Commissions and major M-2 property owners in order to help inform this RFP. The feedback is available on City's website created for the Update.

http://www.menlopark.org/projects/comdev_gp.htm

Section 3: Scope of Services

The City of Menlo Park is requesting proposals from firms interested in collaborating on the Update. The remainder of this section identifies major tasks that shall be considered in the proposal. Additional tasks may be proposed as well, but should be presented as discreet line items in the budget.

In addition to the tasks outlined below, the following components should be incorporated throughout the Update process:

- *Identification of Opportunities for Accelerated Implementation:* While the project is intended to result in a comprehensive Update, the consultant should be prepared to identify and enable opportunities for parallel processing of project elements as well as earlier implementation of key elements, if appropriate.
- *Coordination with City on other Initiatives:* Recognize the need to coordinate with the City on other projects and activities, such as the City's Update to the Urban Water Management Plan for the Menlo Park Municipal Water District, which will be occurring on a parallel track.
- *Innovative Graphics:* Use of innovative graphics to relay ideas and concepts.
- *Data Management and Mapping:* Maximize the use of Geographic Information System (GIS) technologies in terms of analysis and presentation of concepts. All GIS and related data shall be shared with the City and structured in a manner that allows for continued City use after the conclusion of the Update.

Task 1: Project Start-Up and Background Material

Conduct preliminary administrative tasks, such as review of the General Plan, Zoning Ordinance, Community Engagement Model, Comprehensive Bicycle Plan, Climate Action Plan, Urban Water Management Plans, 1994 General Plan EIR, Housing Element and General Plan Consistency Update Environmental Assessment, recent project specific Environmental Impact Reports, Commercial Zoning Ordinance Update, Willow Business Area Charrette, 5-Year Capital Improvement Plan, and other background materials. Meet with staff to discuss issues such as the project goals, opportunities and constraints, information needs, roles and responsibilities, expectations, and logistical issues.

Task 2: M-2 Area Visioning

The output of this task will be a *Vision Statement* that clearly articulates the community's current impressions of, and goals for, the M-2 Zoning District. The visioning exercise should be tailored to Menlo Park and should include a variety of techniques to engage and elicit input from the community. Proposals should describe in detail the techniques that would be used, including but not limited to a combination of some/all of the elements listed below. Proposals should clearly articulate how the selected techniques achieve the overall project goals and meet the unique needs of Menlo Park. Additionally, proposals should address opportunities for

modifications to the approach based on community input during the visioning process.

- *Kick-Off Event*: Initial meeting to educate and energize community members about the overall visioning process. The kick-off event may include presentations and initial workshop-type activities.
- *Educational Speaker Series*: Create and organize an Educational Speaker Series to help inform the community and decision makers on latest trends and topics related to land use, transportation, environment and the economy, including best practices from comparable/relevant communities;
- *Community Workshops*: Interactive public events that help community members reach common ground on key issues;
- *Mobile Workshop*: A structured tour of nearby communities to view representative projects and discuss options in an informal setting;
- *Alternative Outreach*: Supplements to the community workshops that reach groups (such as seniors and parents of young children) that may have difficulty making evening events;
- *Stakeholder Interviews*: Interviews with key stakeholders, such as: residents, business and property owners, architects, developers, community activists, and public officials;
- *Surveys*: A mail, internet, phone, and/or intercept survey to help establish community opinion and/or identify areas for further discussion;
- *Advisory Body*: An advisory body (e.g., working group, steering committee, task force, etc.) to regularly review the progress of the project and provide input to the consultant and staff within a public forum, as well as to provide outreach to the broader community. Please state clearly your recommendations for the membership of the advisory body, with consideration of residents, elected/appointed officials, staff, and other stakeholders, and whether the body would have jurisdiction over process, content, or both, along with the basis for the recommendations. The consultant may consider the potential for one or more working groups with various focuses such as process oversight, policy, and/or technology;
- *Project Web Site*: Assist with enhancements to the existing project page, which will include all relevant information about the project, including: staff reports, presentations, meeting materials, project schedule, and related documents;
- *Newsletter*: Regular print and electronic newsletters to inform the community of the progress of the project. Printing/mailing may be handled directly by the City;
- *City Council Outreach*: Regular individual or group meetings with the City Council to review the progress of the project and to provide input;
- *Commission Outreach*: Depending on the composition of the Advisory Body above, regular individual or group meetings with the Planning Commission and the Bicycle, Transportation, Environmental Quality, and Parks & Recreation Commissions to review progress and to provide input;
- *Discussion and Coordination with Major M-2 Property Owners*: Five entities control approximately two-thirds of the M-2 Area land. The process should continue to engage these Major M-2 Property Owners in the overall process and include outreach to the remaining owners; and
- *Other Activities*: The consultant should include other activities that would provide the opportunity for an informed and meaningful community dialogue.

The techniques above should be incorporated into all of the individual phases, as needed. The final product will be a document that clearly and succinctly states the community's vision for the M-2 Area, along with a complete description of the visioning process by which the plan was created. The *Vision Statement* should provide a foundation for the subsequent Update that may include changes to the current development regulations.

Task 3: Development of Draft General Plan Update, Draft M-2 Area Zoning Ordinance Update, Draft Environmental Impact Report, and Fiscal Impact Analysis

Prepare the General Plan Update and the Environmental Impact Report in an integrated fashion and consistent with upcoming updates to the State General Plan Guidelines and California Environmental Quality Act (CEQA) Guidelines (especially related to SB 743) expected in the Summer of 2014. The individual tasks are itemized below to assist in budgeting purposes.

Task 3.1 Circulation Element Update

The update to the Circulation Element shall include the following:

- Recommend policy updates/modifications, including analysis methods and standards of significance;
- Assess implementation programs and recommend updates;
- Evaluate the current Street Classification System and recommend potential revisions;
- Prepare an existing conditions report and analysis in 2014 based on updated traffic counts in Fall 2014;
- Update the City's Circulation Assessment Model based on the Vistro model currently being prepared for the SRI Campus Modernization project;
- Develop traffic projections comprised of the following:
 - Background/regional growth west of El Camino;
 - Background/regional growth plus traffic from potential new M-2 Area uses east of El Camino;
- Assess future year (2040) circulation networks for deficiencies based on current and new standards;
- Digitize and evaluate existing Plan Lines (Willow Road, Middlefield Road, Garwood Way, and Oak Grove Avenue) and future ROW easements (Burgess Drive and Hamilton Avenue) in regard to the potential need for future right-of-way extensions and/or widenings;
- Assess the Comprehensive Bicycle Development Plan and other relevant County and Regional bike and trail plans relevant to Menlo Park and include recommendations for updating the City's Bicycle Plan as an implementation program;
- Identify needed improvements and implementation mechanisms, including recommendations for updating the 2009 Transportation Impact Fee Nexus Study as an implementation program;
- Collect information on all existing public and private transit options in the City including stop locations, frequency of service, etc.;
- Refine the current VTA/CCAG Model for application as a Citywide Travel Demand Forecasting Model during the Update process and develop the following:

- Forecasting methods for non-auto travel;
- Methodology/assumptions for trip distribution patterns to replace the Circulation System Assessment-survey based data;
- Standards for calculating vehicle miles traveled (VMT);
- Develop a Transportation Management Association (TMA) Policy and Implementation Program for one or more geographic areas within the City; and
- Evaluate current off-street and on-street parking policies and requirements in the M-2 Area as it relates to providing an appropriate supply of parking and regulating the intensity of land uses.

In addition, the Circulation Element Update shall include the following optional (i.e., Add Alt) tasks:

- Conduct an intersection operational analysis of signalized intersections, except for those in the El Camino Real corridor, to create baseline conditions regarding right-of-way, geometry, alignment, bicycle and pedestrian facilities, peak hour queuing, and turning lane lengths, jurisdiction, control and maintenance. For budgeting purposes, assume the analysis for 10 intersections and provide a per intersection cost for additional intersections; and
- Prepare right-of-way data (e.g., back of ROW, inside curb, outside curb, etc.) and cross-sections for any potential transportation improvements (bike lanes and/or sidewalks) along following corridors and include pricing for additional corridors on a per corridor basis using linear feet:
 - Marsh Road from Bay Road to Bayfront Expressway;
 - Chilco Street from Bayfront Expressway to the Dumbarton Rail Corridor;
 - O'Brien Drive from Willow Road to University Avenue;
 - Willow Road from Bay Road to O'Keefe Street;
 - Middlefield Road from Willow Road to Palo Alto Avenue.

Task 3.2 Land Use Element Update

At a minimum, the update to the Land Use Element shall include the following:

- Update the text to eliminate obsolete and/or updated information;
- Assess the current Land Use Map and recommend changes and/or updates;
- Report on the status and progress of implementing programs;
- Report on the status and progress of growth since the 1994 General Plan adoption;
- Assist in the creation of a land use inventory and the development of land use growth projections to the year 2040;
- Revising the element for all legislative or legal updates since the 1994 General Plan adoption; and
- Identify topics and issues that should be considered as future implementation programs.

Task 3.3 General Plan Consistency Updates

Based on the potential changes to the Land Use and Circulation Elements and the associated environmental review, there may be a need to update the recently adoption Open

Space/Conservation, Noise and Safety (OSCNS) Elements, which are currently published as a single-document. The proposal should include recommendations as to whether or not the OSCNS should remain a standalone document, which may be subject to minimal amendments for consistency or whether the OSCNS Element should be integrated into the updated Land Use and Circulation Elements document or remain a standalone document. The proposal should assume that the Housing Element will remain a standalone document.

Task 3.4 Optional Community Character Element

As an optional task, the proposal should identify the marginal cost and additional time required to prepare a Community Character Element as a concurrent activity. Although not part of the short term focus of the City Council, consideration should be given to the potential creation of a Community Character Element as a policy document to incorporate community issues such as aesthetics, residential design guidelines, potential historic resources, various type of frontage improvements (i.e., sidewalks vs. parking strips), street tree canopies, street lighting, overhead utility lines, neighborhood serving retail, etc. The character would be examined on a neighborhood-by-neighborhood basis to understand existing conditions and trends. These various topics reflect topics that have been raised in various forums including the Capital Improvement Plan. By including this concept in the RFP, there may be potential efficiencies in terms of data gathering and preparation of the Environmental Impact Report.

Task 3.5 M-2 Area Zoning Ordinance Update

At a minimum, the update to the Zoning Ordinance shall include the following related to the M-2 zoning district:

- Assess and recommend amendments to the permitted, administratively permitted and conditionally permitted uses;
- Assess and recommend amendments to the development regulations and off-street parking requirements;
- Consider the inclusion of a purpose statement;
- Consider the establishment of design standards (required) and design guidelines (optional) in order to provide certainty in the development review process; and
- Assess and recommend amendments to process for regulating the storage and use of hazardous materials;

In addition, the proposal should include consideration of certain properties in the M-2 Study Area that are currently not zoned M-2. The range of districts includes the following:

- C-4 (General Commercial)
- C-2-S (Neighborhood Commercial, Special)
- C-2-B (Neighborhood Commercial, Restrictive)
- FP (Flood Plain)
- U (Unclassified)

No material/substantive change should be assumed for the R-4-S (High Density Residential, Special) or M-3 (Commercial Business Park) properties.

Task 3.6 Environmental Review

The Update shall include the preparation of an Environmental Impact Report with the following considerations:

- Assess mitigation measures that have been applied to recent projects in the City and recommend potential “uniformly applicable development standards” to substantially mitigate potential impacts for the M-2 Area at a minimum, and potentially Citywide;
- Prepare guidelines for how future projects would be evaluated based on the environmental review conducted for the Update;
- Prepare a technical report on the Federal, State, County and Local regulation of the use, storage, transport and disposal of the hazardous materials;
- Conduct a Historic Resource Assessment for the M-2 Planning Area. As optional tasks, include the cost and time to conduct a Historical Resource Assessment for 1) the El Camino Real/Downtown Specific Plan Area, and 2) the remainder of the City.
- Prepare a Water Supply Assessment if required by State law;
- For budgeting purposes, assume the preparation of two (2) administrative draft EIRs and one screen check draft, and the basis for determining additional review; and
- For scheduling purposes, assume that the Notice of Preparation will be released in October 2014.

Task 3.7 Fiscal Analysis and Economic/Financial/ Market Reports

The Update shall include the preparation of Fiscal Impact Analysis to assess the projected revenues to the City and other agencies derived from the Update and the costs for providing services over a 25-year period in a net annual and on a cumulative basis. Additionally, the Fiscal Impact Analysis will establish a baseline of current revenue generation from the M-2 Area and evaluate the potential impacts of the proposal on that revenue generation.

The Update shall also include the preparation of other economic, financial, and market information related to land use development, and coordinate the City’s Economic Development plans and activities. In addition, the Update shall include a study of the relationship between development incentives/density bonuses for community/public benefit.

Section 3: Proposal Content

The City is seeking a qualified consultant team to provide all of the services necessary to complete the General Plan Update and M-2 Zoning Area Update for the City of Menlo Park. The proposal must clearly demonstrate an understanding of the City’s goals and objectives for the Update. The proposal shall including the items outlined in the sub-headings below.

Cover Letter

Please begin with a letter introducing your firm and summarizing your general qualifications and areas of expertise and an executive summary of the specific approach to completing the Updates. Please identify a single point of contact for the RFP process. This section should indicate the length of time for which the proposal is effective (minimum of 60 days).

Work Program

Please submit a detailed plan for the services to be provided. Identify items and tasks that City staff are expected to provide and/or complete and the relevant timing.

Schedule

The proposal shall include a preliminary project schedule that identifies milestones and completion dates by task from the beginning through formal review and adoption of the Updates by the City Council. Initial project work should commence in May 2014 and is anticipated to last approximately 24 months.

Key Personnel

Please include names of key personnel, their respective titles, education, work experience, and periods of service with the firm. Identify the project manager and any team member who would interact with City staff or the public. If sub-consultants would be used to perform work, please identify team members and experience working with the firms. Please submit qualifications for any team member that did not submit qualifications as part of the previous RFQ for this project.

Availability

Please include a brief statement of the availability of key personnel of the firm to undertake the proposed project. (Incorporate under "Key Personnel").

Budget and Fees

Please provide a fee estimate, on a task-by-task basis including extra meetings costs if required. The proposal shall include a spreadsheet identifying personnel, hourly rates, and project responsibilities and estimated amount of time expected for each task, expressed in person-hours. The proposed budget is to be presented as not-to-exceed, with all overhead/expenses included in the figure. The consultant should outline the terms of payment, based on monthly billings to the City.

Project List

Please include a list of similar or related projects completed by the firm, along with all relevant background information, including project timeframe and major milestones (*maximum of 10 examples*). For projects that were completed by a team of consultants, please clarify the specific contribution of your firm. Please provide at least one example of a work product that you believe would be most relevant to this RFP.

References

Please include names, emails and telephone numbers of at least three (3) people whom City staff may contact for references regarding the past performance on similar projects of the firm,

project manager, and any team member that would interact directly with City staff or the public.

Disclosure

Please disclose whether your firm and/or any personnel or sub-consultants to be considered as part of this RFQ have previously performed work for a Menlo Park property owner or developer over the past 10 years. Please identify for whom such work was performed and the type and timeframe of the work performed. In addition, please disclose any work currently being performed for any jurisdiction or substantial property owner/developer within a five (5) mile radius of Menlo Park.

Section 4: Submittal Details

Please submit eight (8) bound copies and one (1) unbound, single-sided copy on standard-weight paper (no heavy-weight paper or tabbed dividers), and one (1) CD-R/DVD including a PDF copy of the statement of qualifications at your earliest convenience, but no later than **Monday, March 31, 2014 at 5:00 p.m.** to:

Justin Murphy, Development Services Manager
Community Development Department
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

Section 5: Selection Process

A *Selection Advisory Committee* comprised of City staff (3) and members of the City Council (2) and Planning Commission (2) will review the proposals received and select the most qualified firm(s) based on the following criteria:

- Demonstrated ability to deliver creative options, and to perform the specific tasks outlined in the Request for Proposal.
- Qualifications of the specific individuals who will work on the project.
- Amount of time key personnel will be involved in the project.
- The specific method or techniques to be employed by the consultant on the project.
- Reasonableness of the schedule to complete each task element and complete the project.
- The overall cost of the proposal.

After the review of the proposals, staff will notify all consultants of their status in writing. Interviews of selected consultants by the Selection Advisory Committee will be scheduled thereafter, if necessary. It is anticipated interviews will be held the week of April 7, 2014. Key

members of each consultant project team should be present for the interview. Staff will contact each selected consultant team and indicate the format of the interview and discussion topics along with the interview time, date and location. The consultant interviews will be public meetings at which public comment will be permitted, and copies of the proposals will be made available to interested members of the public.

The Selection Advisory Committee will rank the consultants after the interviews. City staff will negotiate the scope of work and final terms of agreement with the selected consultant for approval at City Council meeting.

The City of Menlo Park reserves the right to reject any of the proposals, to select more than one consultant, and/or accept that proposal or portion of a proposal which will, in its opinion, best serve the public interest.

Section 6: Attachments

- A. [Location Map](#)
- B. [Generalized Land Use Map](#)
- C. [Circulation Map](#)
- D. [M-2 Area Map](#)

If you have any questions during the preparation of your Statement of Qualifications, please contact Justin Murphy, Development Services Manager, by phone at (650) 330-6725 or by email at jicmurphy@menlopark.org. Questions and responses may be made available to all potential bidders.