



**THE CITY OF CHULA VISTA
REQUEST FOR PROPOSAL
RFP P08-19/20**

Notice is hereby given that proposals will be received until 3:00 pm Tuesday, September 24, 2019, Pacific Daylight Time (PDT), furnishing the City of Chula Vista with:

Professional Services Supporting City of Chula Vista Implementation of Senate Bill (SB) 743

Prospective respondents are hereby referred to the proposal instructions, general provisions, and terms and conditions contained in this request for proposal. All proposals must be submitted through PlanetBids by the due date and time. Late proposals will not be considered.

Questions related to the proposal must be uploaded through PlanetBids by 5:00 pm Friday, August 30, 2019. Answers will be responded to as an addendum in PlanetBids no later than 5:00 pm Tuesday, September 3, 2019. The RFP response and proposal are due at 3:00 pm Tuesday, September 24.

The City reserves the right to reject any or all proposals received any portion of any proposal and to waive any irregularities or informalities in proposals or the RFP process. Any addenda that are issued through this RFP must be signed and returned with your submittal.

Victor De La Cruz
Procurement Services Analyst



Schedule

Activity	Date
RFP Posted to PlanetBids	August 23, 2019
Question Submittal through PlanetBids	August 30, 2019, no later than 5:00 pm
Response to Questions Released	September 3, 2019, no later than 5:00 pm
RFP Response and Proposal Due	September 24, 2019, no later than 3:00 pm
Interviews, if required	September/October 2019
Notification of Selection	September/October 2019
Council Adoption	October 2019
Contract Inception	October/November 2019

Objective

The City of Chula Vista is seeking professional transportation planning and traffic engineering services to support the City's implementation of Senate Bill (SB) 743 (Steinberg 2013). In general, this contract involves collaborating with City staff to develop appropriate methods for California Environmental Quality Act (CEQA) review of transportation-related impacts in light of the City's unique circumstances (including, among other things: community values, urban form, related City regulations, and other considerations) prior to the state-mandated July 1, 2020 implementation deadline. Optional services include the development of a mobility fee program and/or a mitigation/in-lieu fee program intended to alleviate significant cumulative Vehicle Miles Traveled (VMT) impacts.

This contract will have a term of two years, with an option to extend by two additional years. However, major work tasks (i.e., Tasks A.1 through A.4, B.1 B.2, B.4 through B.7, C.1 through C.3, and Optional Services A and C [assuming such optional tasks are authorized]) must be completed no later than May 22, 2020 to accommodate final City Council action(s), including a second reading of relevant ordinances and a 30-day ordinance phase-in period. This Request for Proposals (RFP) describes the required scope of services, the minimum information that must be included in the proposal, and the consultant evaluation and selection process.

Background

The City of Chula Vista is located approximately seven miles south of Downtown San Diego and is also about seven miles north of the U.S./Mexico International Border. The City encompasses approximately 52 square miles and, with an estimated 2019 population of 273,267, it is the second-most populous incorporated city in San Diego County. Chula Vista has two distinct development patterns. To the east of Interstate (I) 805, there are numerous large master planned communities, such as the Otay Ranch Villages, which consist of residential and supporting land uses. Outside of a lull following the Great Recession, this area has experienced consistent development and growth since the 1980s. The area between I-5 and I-805 includes more compact land uses primarily organized around a traditional grid street network. Outside of some greenfield areas, the western portion of the City is largely built out and development is characterized primarily as infill proposals. The Chula Vista Bayfront is located to the west of I-5 and is planned for redevelopment to accommodate hotels, a convention center, and residential uses.

*General Plan*

Vision 2020, the City's General Plan, was approved by the City Council on December 13, 2005. This document can be found here:

<https://www.chulavistaca.gov/departments/development-services/planning/general-plan>

Chapter 5 of the General Plan, the Land use and Transportation Element, provides directions on measurements of traffic referencing the regional transportation impact study guidelines, which were prepared jointly by the San Diego Traffic Engineering Council (SANTEC) and the local chapter of the Institute of Transportation Engineers (ITE) in 2000. The General Plan identifies a target Level of Service (LOS) of C for all street classifications, except for roadways in the Urban Core and Otay Ranch subareas, which have a target LOS of D.

Growth Management

Chula Vista Municipal Code (CVMC) Chapter 19.09, Growth Management, codifies threshold standards intended to assure that, as new development occurs, public facilities and infrastructure will exist, or concurrently be developed, to meet the demands of new development without reducing service levels to existing residents. As described in 19.09.040(G)(3)(b), the threshold standards for traffic are defined in terms of LOS (e.g., outside of the urban core, LOS C, with LOS D allowable for no more than two hours of the day). This chapter of the CVMC can be found on this link:

<https://chulavista.municipal.codes/CVMC/19.09>

Development Impact Fees

The City of Chula Vista has established various fee programs as authorized by the Mitigation Fee Act (Government Code §§66000-66025). Separate Transportation Development Impact Fee (TDIF) programs have been implemented in the eastern, western, and Bayfront areas of the City. The City has also established a DIF for pedestrian bridges in the eastern area of the City. In accordance with the Mitigation Fee Act, the City prepares periodic engineering studies, also known as nexus studies, to establish the fee amount necessary to fund planned transportation improvements to accommodate projected growth. For the most part, the transportation improvements are capacity enhancements intended to achieve an acceptable LOS and the fees are assessed based on vehicular traffic generation. Below is a link to the City's Development Impact Fee web site:

<https://www.chulavistaca.gov/departments/development-services/how-much-will-your-permit-cost/development-impact-fees>

The Eastern TDIF (ETDIF) nexus study is located here:

<https://www.chulavistaca.gov/home/showdocument?id=16203>

The three pedestrian bridge nexus studies can be found on the links below:

<https://www.chulavistaca.gov/home/showdocument?id=16203>

<https://www.chulavistaca.gov/home/showdocument?id=16203>

<https://www.chulavistaca.gov/home/showdocument?id=16193>



Additional information regarding the City may be obtained at www.chulavistaca.gov

Scope of Work

The selected firm (the "Consultant") shall furnish all services necessary to support the City of Chula Vista in the identification, review, and development of guidelines, procedures, regulations, and City Council actions needed to comply with SB 743 prior to the implementation deadline of July 1, 2020. Although the Consultant should generally adhere to the following tasks, the Consultant is encouraged to propose modifications to the individual tasks or the entire scope of work if the Consultant can demonstrate innovative, advanced, experienced, and/or well-thought-out methodologies that the City may not have specifically identified in the detailed scope of work. These proposed additional modifications shall be identified as optional items (and are in addition to the optional tasks described in Section IV below), and priced out separately. Specific responsibilities of the Consultant are subject to negotiation, but generally include the following:

A. Research and Initial Outreach

- 1) Review all relevant planning documents, regulations, and reports, which include (but are not limited to) those documents referenced in the Background section this RFP.
- 2) Research relevant available literature, supplemented as appropriate by the Consultant's own experience working with other agencies on recent or ongoing SB 743 implementation efforts.
- 3) Participate in meetings with various City departments (including but not limited to Development Services, Engineering & Capital Projects, Economic Development, the City Manager's Office, and the City Attorney's Office) to receive input from staff and management regarding the desired implementation objectives, opportunities, and known or potential regulatory, institutional, and/or political barriers to implementation.
- 4) Work with City staff to develop a case study within the City of Chula Vista that outlines the recommended SB 743 review process and anticipated transportation impact significance of the project for discussion with elected officials.
 - *Deliverable: SB 743 Implementation Case Study.*
- 5) Present SB 743 requirements and outline the Consultant's initial approach to executing this contract, including the case study described above, to the Chula Vista City Council. This meeting will provide a forum for the discussion of key issues that will drive the scope items that follow, particularly with respect to community values.
 - *Deliverable: Presentation to City Council.*

B. Recommendations and Preliminary Work Products

- 1) **Interim CEQA documents.** The Consultant will recommend a strategy to the City for reviewing transportation impacts for projects that will clear CEQA review prior to the VMT analysis deadline of July 1, 2020. The Consultant will also provide recommendations on the circumstances that might trigger SB 743 review for projects which have previously completed CEQA, but may be modified in various ways.



- *Deliverables: A guidance document for City staff reviewing submittals as well as a separate guidance document for applicants to reference for compliance in interim period prior to the implementation deadline.*
- 2) **Mitigation.** The Consultant will provide input to the City on mitigation, residual impacts after mitigation, and strategies for communicating the benefits of mitigation to the public. The Consultant will review alternative mitigation concepts intended to alleviate cumulative VMT impacts, and assess their effectiveness and appropriateness. These concepts include the development of a mobility fee and/or the implementation of mitigation/in-lieu fees (refer to Section IV for a summary of these mitigation concepts). In addition, the Consultant will recommend new City policies and guidance for mitigating potential VMT impacts of proposed projects under SB 743.
- *Deliverables: Presentation materials for conveying mitigation strategies to be implemented should City adopt recommended strategies. Recommendations regarding mitigation concepts. Reference material to guide applicants on mitigating their VMT impacts, which may include revisions to impact fees.*
- 3) **Addressing apparent regulatory conflicts.** The Consultant will provide input to the City regarding revisions, if any, that will be necessary to the Growth Management Ordinance, the General Plan, and/or the TDIF ordinance with implementation of SB 743. This input will include CEQA review requirements (if any) for post SB 743 nexus studies and alternative methods for addressing the VMT implications of DIF-funded capacity enhancements.
- *Deliverable: Memorandum summarizing findings and recommendations.*
- 4) **Project screening procedures.** The City has made initial progress developing VMT per capita screening map based on data developed by the San Diego Association of Governments (SANDAG) and transit information from the San Diego Metropolitan Transit System (MTS). The Consultant will advise the City on selecting the appropriate basis for comparison (i.e., the regional or Citywide average VMT), and provide support in assembling and reviewing the data necessary for the maps. The Consultant will update the working draft residential project screening map accordingly and develop a screening map for non-residential projects.
- *Deliverables: Memorandum outlining recommended approach for basis of screening maps in the City. Upon City consent, updated working draft residential project screening map and new non-residential project screening map using directed basis. Maps shall be compatible with ESRI Geographic Information Systems (GIS) hosting and formatted in a similar manner to the working draft screening map.*
- 5) **Significance threshold(s).** The Consultant will recommend draft significance thresholds considering the input provided in Tasks A.3 and A.5. The thresholds may be consistent with those recommended in the Office of Planning and Research's (OPR) December 2018 Technical Advisory, or they may be tailored to local conditions. The



Consultant will recommend whether separate thresholds are appropriate for the eastern and western portions of the City.

- 6) **Analysis methods.** The Consultant will work with the City to recommend appropriate methods for VMT calculation and analysis, including determination of the effects of proposed mitigation measures. The recommendation shall consider the following factors:
 - Accuracy and defensibility (including apples-apples consistency, as mandated in the OPR Technical Advisory)
 - Industry use/acceptance
 - Ability for independent verification by City
 - User considerations (such as accessibility, ease of use, cost, ease of interpretation, etc.)
- 7) **Transportation Impact Analysis Guidelines.** The Consultant will develop preliminary guidelines for the preparation of Transportation Impact Studies under SB 743, which will ultimately be distributed to applicants and their consultants. As appropriate, the guidelines will establish the minimum educational and professional qualifications for those preparing SB 743 TIAs. The guidelines will provide direction regarding screening procedures, significance thresholds, and analysis methods in a clear and succinct manner, and will also provide guidance on how to ensure internal consistency among VMT calculations performed in other sections of the CEQA document. The Consultant will also provide recommendations to the City on how to document LOS-based review of projects outside the CEQA process, including either incorporating LOS-based procedures into this document, or keeping them separate.
 - *Deliverables: Updated guidance document outlining new guidelines and thresholds reflecting findings and conclusions from task items (5) through (7).*

C. Follow up Meetings, Final Work Products, and City Council Actions

- 1) The Consultant will participate in the following meetings to present the recommendations and work products developed in Task B to the following entities:
 - City Council
 - Planning Commission
 - Growth Management Oversight Commission
 - Safety Commission
 - Development Oversight Committee
- 2) Incorporate revisions as necessary to the Transportation Impact Analysis Guidelines and other document revisions in response to input received in Task C.1.
- 3) Work with City staff to prepare staff reports and review draft resolutions, ordinances, and CVMC chapters prior to the final City Council approval, anticipated to occur in mid-May 2020.

D. Meetings and Project Management

- 1) Participate in one regularly-scheduled meeting per week with City staff. Weekly meetings may be in person, or via conference call.

- 2) Participate in up to 7 additional non-routine meetings with City staff members as requested by the City's Project Manager.
- 3) Develop and maintain a project schedule with Gantt chart highlighting key milestones for the duration of the project.

OPTIONAL SERVICES

- A. **VTM in 2020 General Plan.** The Consultant shall prepare a separate scope and fee to conduct a review of the VTM growth implied in the Vision 2020 General Plan. The objective of this review is to guide the development of significance threshold(s) assuming that the City is built out in accordance with the General Plan.
 - *Deliverables: Technical memo describing their analysis and recommendations, and this analysis would provide substantial evidence supporting the recommended threshold(s).*
- B. **Mobility fee.** The Consultant shall prepare a separate scope and fee for the preparation of a nexus study for the introduction of a new mobility fee, which will combine the existing ETDIF and pedestrian bridge programs. The nexus study will incorporate updated information on City development projections, transportation facilities included in the program, estimated construction costs (including hard and soft costs), and the mobility fee rate. The objective of the mobility fee is to provide a means to mitigate significant cumulative impacts.
 - *Deliverables: Mobility Fee nexus study.*
- C. **Mitigation/in-lieu fees.** The Consultant will assist the City in developing a mitigation or in-lieu fee as a means to mitigate significant cumulative impacts outside of the City's eastern area. Such fees may provide capital for VTM-reducing infrastructure or subsidize redevelopment projects that demonstrate that they reduce VTM.
 - *Deliverables: Guidance and presentation materials for any recommended mitigation fees or programs involving mitigating significant cumulative impacts.*

Proposal Form and Content

Proposing firms ("Proposers") shall prepare an SB 743 Implementation Proposal composed of the tasks and elements summarizing the overall understanding of the scope of work and identifying unique characteristics of this project. Proposers must upload response through PlanetBids by the date and time identified in this RFP.

The submittals, from the Proposers and all of their sub-consultants, must contain at a minimum:

- A complete narrative description of the firm or firms (cover letter).
- An organizational chart.
- Key professionals of the firm who are proposed to be involved in the project. This shall include, at a minimum, the project manager and the supervisor/team leader for the field survey personnel. Include the percentage of time for each key professional assigned to the project.
- Resumes of any person identified as a key professional.
- Proposers' contact information.
- Cost Proposal: Proposers shall itemize their costs by task and subtask, as described in the Scope of Work of this RFP.
- An hourly rate schedule for all professionals who are proposed to be involved with the project



- Project Schedule: Proposers shall discuss the work to be performed under each task or element in detail and provide a proposed schedule for performing and completing the work involved. The schedule will include each of the submittals as milestones. Proposers may propose additional meetings based on their professional experience.
- An outreach program and a system for public information and input shall be implemented by the Proposers and worked into the schedule.
- List of references (projects similar to this contract). It is suggested that at least three references be from public agencies.
- Additional Information: It is suggested that the proposer also submit brief samples of relevant documents developed by the Proposers for similar projects.

A. Submission of Proposals

Proposers shall submit one original PDF copy of the proposal containing the indicated information must be uploaded through PlanetBids by the date and time identified in this RFP. Fax copies will not be accepted. Submittals will not be accepted after this time. It is the sole responsibility of the Proposers to ensure that proposals are submitted on time.

There will be no public proposal opening. Proposers shall submit their proposals according to the requirements set forth in this RFP. City will only consider written proposals.

B. Cover letter

Proposers shall include a cover letter in their proposals. At least one copy of the letter shall have an original signature of the person authorized to obligate the Proposers. The signature of the authorized representative certifies that the information contained in the proposal is truthful, accurate, and complete at time of submittal.

The cover letter shall summarize why the Proposer believes their firm is the most qualified.

List the individual's name, email, and address for the proposer to whom correspondence can be sent.

C. Organization Chart

Proposers shall include a one-page organizational chart. The chart shall list the proposer and all of its proposed sub-consultants, showing the proposed relationships between the key personnel and support staffs who are expected to participate on the project, and which aspects of the work each person will be responsible for performing.

D. Other Requirements and Provisions

1. The City reserves the right to amend, alter, or revoke this Request for Proposal at or before the due date and time of proposal. Any modifications, clarifications, or additions will be distributed via email as an addendum through PlanetBids.
2. Proposers may withdraw their proposal, either personally or by written request, at any time prior to the scheduled closing time of proposals. Such requests should be directed to Victor De La Cruz, Procurement Services Analyst at vdelacruz@chulavistaca.gov.
3. If, in the course of the Request for Proposal process or in the administration of the resulting contract, the City determines that the Proposer or Consultant has made a material



misstatement or misrepresentation or that materially inaccurate information has been provided to the City, Proposer may be terminated from the Request for Proposal process or in the event a contract has been awarded, the contract may be immediately terminated.

4. The City will not be liable for any costs associated with the preparation or transmittal of any proposal or material submitted in response to this RFP. The City is not obligated to explain any deficiencies in a proposal, nor accept requests for justification from bidders not selected. All responses and documentation become the property of the City.
5. The City reserves the right to conduct interviews or require oral presentations of any or all Proposers prior to selection.
6. Proposers shall furnish additional information as the City may reasonably require. The City reserves the right to make investigation of the qualifications of the Proposer, as deemed appropriate.
7. By submitting a proposal, the Proposers certifies that he/she has fully read and understands the Request for Proposal and has full knowledge of the scope, nature, quantity and quality of service to be performed.
8. Proposals should expressly state that the offer, including all pricing proposals, will remain in effect through the duration of the contract.
9. The City is under no obligation to award this project and under no obligation to award this project to the proposal that represents the lowest cost. The contract may be awarded on the basis of demonstrated competence and on the professional qualifications necessary for the satisfactory performance of the services required.
10. The City reserves the right to reject any or all proposals or to accept any proposal deemed to be in its best interest. All answers supplied to questions asked in this RFP are subject to verification. Misleading and inaccurate answers will be grounds for disqualification at any stage in the evaluation and procurement process.
11. Proposers whose proposals are not accepted will be notified after the successful firm has been selected and notified.
12. The relationship between the City and the Consultant shall be governed by a contract that must be approved by the City Council. Upon the City's acceptance of a proposal, the successful Consultant will be required to negotiate and execute the Contract. Any proposed waiver or change in the Contract must be identified in your proposal and will be subject to approval or rejection at the City's sole discretion.
13. The City may, by written notice of default to the Consultant, terminate any services resulting from this contract in whole or in part should the Consultant fail to make satisfactory progress, fail to deliver within the time specified herein or fail to deliver in strict conformance to specifications and requirements set forth herein. In the event of such termination, the



Consultant shall return all City' data and files within ten (10) days of request and the City reserves the right to purchase or obtain the services elsewhere, and the defaulting Consultant shall be liable for the difference between the prices set forth in the terminated order and the actual cost thereof to the City. The prevailing market price shall be considered the fair repurchase price.

14. In the event the City should prevail in any litigation brought by either party, to enforce any provisions of this proposal, the Consultant shall pay to the City the cost and attorney fees incurred pursuant to said litigation.
15. The Consultant will have thirty (30) calendar days from "Notification of Selection" in which to provide required insurance forms and bond as outlined in the Standard Professional Services Agreement (Attachment D) and to provide three (3) signed copies of the agreement¹. The City will provide the Consultant with three (3) sets of the Agreement of which all sets must be executed and returned promptly. Services may not commence until the Agreement is fully executed and approved by City Council.

Evaluation Criteria

A City Consultant selection committee (the "Panel") will review all proposals received. Based on the Proposer's proposals, interview (if required), and the Project's evaluation criteria, the Panel will select a Consultant.

The City has developed evaluation criteria to assist in the evaluation and selection of the Consultant. The evaluation criteria may include but are not necessarily limited to the below, which are listed in no particular order:

- Understanding of the work to be done
- Quality of staff
- Experience with similar kinds of work
- Cost Proposal/Fee Schedule
- Project approach for each task as described in the Scope of Work
- High quality references from past clients, particularly from personnel from other cities responsible for implementing SB 743

¹ It is intended that signatures will be via DocuSign managed by the City of Chula Vista City Clerk.