



RFP ADDENDUM # 1
CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT DEPARTMENT
455 NORTH REXFORD DRIVE
BEVERLY HILLS, CA 90210

Bid Number: 17-9

Closing Date: March 30, 2017

PLEASE NOTE THE FOLLOWING QUESTIONS AND ANSWERS:

TO: PROSPECTIVE BIDDERS
FROM: CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT DEPARTMENT
DATE: MARCH 23, 2017
RE: RFP FOR SOUTHEAST COMMUNITY PLANNING SERVICES
ADDENDUM # 1

Q1. To what degree will greater density and building heights be considered in portions of the project area given the range of recommendations from the public outreach meetings (e.g. no density, more density)?

Answer: *Ultimately, public input and Planning Commission and City Council direction will determine the degree to which greater density and/or building heights will be considered in the project area. Staff anticipates that the range of recommendations and comments received from the public will be refined through the public meetings and consultation with the Southeast Task Force that are part of the project (See Q2, Q10 and Q12).*

Q2. How much public outreach does the City expect will be required to address the issues raised in the public outreach meetings? Is the City willing to continue to manage the public outreach process, with the consultant's support and participation?

Answer: *The City will continue to manage the public outreach process with the support of the consultant. Staff anticipates the following initial meetings may be necessary in order to clarify and prioritize the issues raised in past outreach meetings:*

- 1. One consultation meeting with the Southeast Task Force early in the process*
- 2. One combined Public Workshop/Planning Commission meeting early in the process*



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Q3. Is the City willing to consider a proposal that focuses on planning for specific corridors or neighborhoods, rather than for the entire proposed community plan area?

Answer: *Yes. The intent of Task 1 is to focus on the commercial corridors specified in the plan area with the intent that the specific corridor studies can be combined to create one document. The result of Task 2 is expected to be a general “vision document” that builds on the work completed in Task 1 and address the neighborhood as a whole.*

Q4. In perusing the outreach materials it appears that you did that with in-house staff and no consultants. Have any outside consultants been working on this matter to date? Do you have any corridor or TOD plans underway at present, and if so who are the consultants working on them?

Answer: *No consultants have worked on this matter to date. There are no other corridor or TOD plans underway at this time.*

Q5. The RFP mentions previous experience in the Westside area, which we do not have. All around LA, but not in the Westside to date. How big a disadvantage do you think that would put us at?

Answer: *While the City is interested in similar experience in Westside communities, consideration will be given to a firm’s/consultants team’s experience in communities similar to the City of Beverly Hills (demographics, size, planning context, etc.).*

Q6. Will consultants need to prepare traffic analysis or environmental documentation?

Answer: *No.*

Q7. On Page 7, a “flow chart” is requested to show “milestones, community meetings, commission hearings, and city council hearings.” Is a Gantt chart acceptable?

Answer: *Yes.*

Q8. A “fee schedule” is requested. Is the City looking for a list of hourly billing rates by personnel only, or a full cost proposal with labor, ODCs, etc.?

Answer: *The City is seeking a list of hourly billing rates by personnel as well as a full cost proposal. Ideally the cost proposal will be divided by task.*

Q9. To what extent will City staff be involved in the project?

Answer: *City staff will be closely involved in the project including managing and leading all community outreach and public meetings as well as providing support to the consultant for research needs and reviewing consultant work. The consultant should focus on the production of the work products described in the RFP.*



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Q10. How many Commission and City Council meetings is the Consultant expected to attend and/or prepare/deliver presentations for?

Answer: *Staff anticipates that at a minimum the consultant should be prepared to attend one meeting with the Southeast Task Force, two Planning Commission meetings (one will be a combined Planning Commission/Public Workshop meeting), and two City Council meetings.*

Q11. The term "historic resources" is mentioned on p.4 of the RFP. Can you please describe your expected level of detail for addressing historic resources? Are you expecting an historic resources inventory?

Answer: *No, we are not expecting an historic resources inventory. Staff can provide information about historic resources in the plan area to the chosen consultant. Several comments have been received thus far in the public outreach process that indicate that the community sees these as assets to the area. The inclusion of this term in the RFP is a recognition that historic resources are an important aspect of the identity of the neighborhood.*

Q12. Can you please describe your ideas for the level of community engagement needed for the project as it's not clear in the RFP? Are you expecting that the consultant will meet with the Task Force? If yes, how many times? Will there be public workshops as part of the project? What other engagement do you think is needed to complete the project?

Answer: *It is expected that at a minimum the consultant will meet with the Task Force one time, and attend one Planning Commission/Public Workshop meeting early in the process. **Overall the total number of meetings expected would be one meeting with the Task Force, two meetings with the Planning Commission and two meetings at the City Council.** Staff will manage all community engagement and public meetings. Staff anticipates that the consultant would also need to consider and integrate written comments received during the course of the project.*

Q13. Can you please provide more detail on what you expect for analyzing the fiscal implications of each action? This task alone could take a large portion of the budget.

Answer: *A description of the fiscal implications of undertaking each action outlined in the implementation matrix document is requested in the RFP. The expectation is that this is a basic, general projection of the potential fiscal impacts to property owners and the City for each recommended action, not a detailed financial analysis of each. The intent is to provide decision makers with an understanding of general fiscal consequences of each action. Should more detailed fiscal analysis be requested by the City Council or Commission this would be carried out by staff at a later date.*



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Q14. Does the City expect that there will be changes to land uses and intensities as part of the project? If so, where are these expected and how will they be resolved during the process?

Answer: *Any changes to land uses and intensities will be determined based on the public comments received so far, direction given by the Planning Commission and City Council, as well as comments received during the remainder of the project process.*

Q15. Are you expecting that the consultant team will update the zoning code as part of this project or just define potential building types, densities, and uses along the corridors and in the neighborhoods?

Answer: *No, there is no expectation that the consultant team will update the zoning code as part of this project. As directed by the City Council, staff will carry out any changes recommended in the implementation matrix once the project is complete.*

Q16. What level of transportation work is expected for this project? Do you expect to see alternatives for right-of-way modification? Traffic modeling for growth? Specific traffic calming, bicycle and pedestrian improvements?

Answer: *Staff does not expect to see traffic modeling for growth. It is anticipated that implementation actions in the implementation matrix could include recommendations related to traffic calming, bicycle and pedestrian improvement, and conceptual right-of-way modifications given the comments received thus far from the public.*

Q17. What is the City's idea for environmental review for the project?

Answer: *Environmental review by the consultant will not be necessary. The City will consult with the City Attorney to determine the appropriate level of review required once the project is underway.*

Q18. What role will City staff play in the project? Will they be doing significant work or is the expectation that the consultant team will do all the work with review and oversight by City staff? For example, will staff lead the outreach effort, update the zoning code, etc.?

Answer: *Staff will play a significant role in the project. Staff will lead all outreach efforts and provide support to the consultant throughout the project, etc. Updates to the zoning code and other work that results from the recommendations in the final product will be undertaken by staff as directed by the City Council.*



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Q19. Does City staff have examples of Community Plans that are similar in scope and level of detail to what you are expecting as part of this project? Understanding your vision/expectation would be helpful to ensure that the scope for the project meets your expectations.

Answer: *This is the first community plan effort undertaken by the City.*

Q20. With our reading of the RFP, the City is asking for a lot of work for a limited budget. Pending answers to the above questions, if we believe that the budget is not sufficient, are you willing to accept a scope for the budget with optional tasks? If so, what topics are you most interested in focusing on? And is the City willing to increase the budget for the project if there is not sufficient budget to cover all important topics?

Answer: *Staff anticipates that the scope of work can be completed within the budget without optional tasks.*

END OF ADDENDUM