



**CITY OF SANTA MARIA  
COMMUNITY DEVELOPMENT DEPARTMENT**

PLANNING DIVISION • 110 SOUTH PINE STREET ROOM 101 • SANTA MARIA, CA 93458 • 805.925.0951 X 2244

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## REQUEST FOR PROPOSALS

# For Professional Design Services for the Downtown Multimodal Streetscape Plan

**March 13, 2017**

**Proposals Due:  
April 14, 2017  
5:00 p.m.**

**Late Proposals Will Not Be Accepted**

*Prepared by:*

City of Santa Maria Planning Division  
Community Development Department  
Contact: Neda Zayer, Principal Planner  
110 S. Pine Street, Room 101  
Santa Maria, CA 93458  
(805) 925-0951 x 2244

# Downtown Multimodal Streetscape Plan

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# Downtown Multimodal Streetscape Plan

## I. GENERAL PROPOSAL INFORMATION

Issue Date: MARCH 13, 2017

Proposal Due Date and Time: APRIL 14, 2017, 5:00 p.m.

Agency Contact Person: Neda Zayer, Principal Planner  
Email: [nzayer@cityofsantamaria.org](mailto:nzayer@cityofsantamaria.org)  
Phone: (805) 925-0951 x 2444

Number of Copies Required: Five (5) printed and one via email to address above.

Page Limit: The total pages of the proposal shall not exceed 30 pages (Minimum Font Size: 12, Single Spaced)

Funding Source: Caltrans Sustainable Communities Grant

Maximum Contract Amount: \$300,000

Delivery Information: City of Santa Maria  
Community Development Department  
Attn: Neda Zayer, Principal Planner  
110 S. Pine Street Room 101  
Santa Maria, CA 93458

**The proposal must be received by the proposal due date and time or it will be rejected.**

## QUESTIONS

All questions on the Request for Proposals (RFP) must be directed to Neda Zayer, Principal Planner.

## DISADVANTAGED BUSINESS ENTERPRISE (DBE) INFORMATION

This RFP includes DBE information and requirements. Any proposal that does not follow the DBE information contained within and does not include the required submittals will be rejected prior to any review being performed. Please refer to Attachment A for DBE information and requirements.

## II. PROJECT OVERVIEW

The City of Santa Maria Community Development Department in partnership with the Public Works Department (City) is issuing this RFP to qualified consultants to prepare a Downtown Multimodal Streetscape (DMS) Plan for the downtown area that is comprehensive and community-driven. The goal of the DMS Plan is to turn the downtown roadways, in particular Broadway (State Route 135) and Main Street (State Route 166), into enhanced multimodal corridors for all user types including pedestrians, bicyclists, and transit riders with key connections throughout the downtown to retail areas, civic areas, Allan Hancock Community College, the

# Downtown Multimodal Streetscape Plan

Transit Center, and the surrounding disadvantaged communities. The DMS Plan will study the existing conditions, determine the key multimodal connections and routes, analyze the alternatives, and select the best design elements. The Plan will help identify complete street priorities, determine associated costs of the improvements, and provide recommendations for funding and implementation.

## PROJECT PURPOSE

The DMS Plan will become a part of or be referenced in the Downtown Specific Plan Mobility Section (Chapter III) and will provide detailed guidance for future roadway improvements within the downtown and the design of walkways, crosswalks, bicycle routes, streetscape amenities, traffic calming measures, and transit improvements.

## OBJECTIVES

The Downtown Multimodal Streetscape Plan's objectives include:

- **Multimodal Transportation.** Improve multimodal transportation opportunities within the downtown area, particularly along State Route 166 and 135. Improvements include, but are not limited to, road modifications to improve transportation equality for all user types; creation of more walkable and pedestrian-friendly areas; provision of bicycle lanes and amenities; and additional public transit amenities and stops.
- **Downtown Plan.** Build on the momentum created by the 2015 Downtown Specific Plan update by identifying funding and prescribing the visual and functional improvements to support and sustain a vibrant and walkable downtown.
- **Public Engagement.** Engage the community in the planning process, particularly from the under-represented groups, including, but not limited to, minorities, youth, seniors, low-income, and transit-dependent persons to meet the needs of the widest range of the community as possible.
- **Connections.** Provide multimodal connection opportunities within downtown, and to Allen Hancock Community College, the Transit Center, the civic area, retail/commercial areas, and surrounding neighborhoods.
- **Complete Streets.** Identify traffic calming and complete street measures to implement in the downtown area including roadway reductions and modifications, bulb-outs, crosswalk enhancements, and street trees to aid pedestrian and bicycle traffic, while adding visual cues to create driver awareness of the multimodal nature of the downtown area.
- **Streetscape Beautification.** Improve the aesthetic quality and value of the downtown streetscape.

# Downtown Multimodal Streetscape Plan

## PROJECT LOCATION AND HISTORY

Santa Maria is the largest city in San Luis Obispo and Santa Barbara County. As of 2015, more than 100,000 people live within the City limits, and more than 170,000 live within the Santa Maria Valley. Santa Maria is located at the northern end of the Santa Maria Valley in Santa Barbara County and is a fast-growing, mid-sized city which serves as a major trade center for a thriving local agricultural industry and is an important retail and industrial center for California's Central Coast.

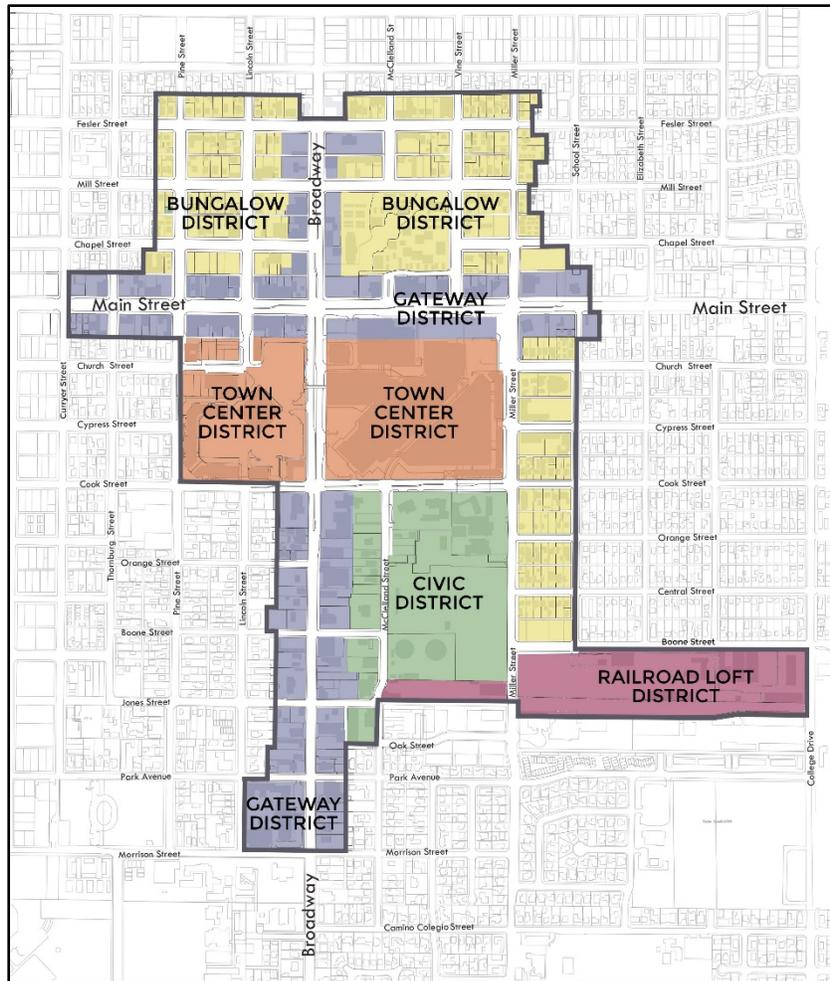
The downtown area is located in the center of Santa Maria and encompasses roughly 391 acres. The area is defined by the Downtown Specific Plan and radiates outward from the intersection of two prominent streets: Main Street (State Route 166) and Broadway (State Route 135), see Figure 1. Both of these streets are 4-6 lane Caltrans state highways. The state routes serve a primary function of being important regional arterials conducting high volumes of vehicle and truck traffic through downtown Santa Maria. Main Street provides a direct connection between Highway 101 to the east and Guadalupe and the agricultural distribution/cooling facilities to the west. Guadalupe has a small population (+7,000 per US Census 2010, 86.2% Latino or Hispanic) and is primarily an agricultural community, economically and socially tied to Santa Maria. Highway 101 runs parallel to Broadway (SR-135) and connects several secondary arterials which convey traffic into the downtown. Both Main Street and Broadway have connections to major destinations on the perimeter of the downtown area: Marian Medical Hospital, Allan Hancock Community College, the Transit Center, and 22 schools. Broadway (SR 135) connects the unincorporated community of Orcutt which is a mile south of Santa Maria, serves as the main access route to Vandenberg Air Force Base, and functions as a parallel route to Highway 101 through Santa Maria.

Although downtown is bordered by residential neighborhoods, the retail uses in the area are concentrated along the auto-oriented major corridors of Main Street and Broadway. It is intimidating for local residents to travel by foot or bike across the busy corridors of Main Street and Broadway to access the amenities within other areas of the downtown.

In 2015, the City updated the Downtown Specific Plan and conducted a public outreach process that generated a great deal of excitement and buy-in from stakeholders and the community. In an effort to revitalize and create identity and community in the downtown area, the Planning Division created a three-prong implementation plan that includes: beautification, activities and partnerships. The creation of a Downtown Multimodal Streetscape (DMS) Plan was identified as a primary implementation measure of the Plan update and falls within the beautification scope. This includes a streetscape plan to improve the framework of the public realm to create a livable, walkable, and enjoyable downtown the community can identify with and use. To drive momentum for downtown revitalization, the implementation strategy has a five-year timeline of objectives spurred by expansive bilingual public outreach, supportive survey responses, and downtown business, local stakeholder, Chamber of Commerce and City Council support.

# Downtown Multimodal Streetscape Plan

Figure 1 – Downtown Specific Plan Area



### III. REQUESTED SCOPE OF WORK

The City has identified the following tasks as a minimum for preparation of the DMS Plan based on the scope of work approved by the Caltrans Sustainable Communities Grant. The consultant is encouraged to recommend additional tasks and services that may be appropriate but to cost them as distinct line items with accompanying narrative as to why these tasks have been recommended. The essential task is to produce a high quality DMS Plan based on public outreach and engagement and adopted through the public hearing process.

### CONSULTANT SERVICES

The scope of work for consultant services will include all the customary services required to prepare as described below and incorporate three basic components: (1) project management,

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including senior and principal level quality assurance and control (QA/QC); (2) deliverables; and (3) facilitation of public engagement and hearings.

### Project Management

- A. Schedule Management.** The consultant will be expected to keep to the project schedule as established by the Sustainable Communities Grant and communicate any issues to the City project manager. Specific dates may be revised upon authorization by Caltrans and the City, but the overall project schedule shall be maintained to the maximum extent possible.
- B. Standards of Document Quality.** The consultant shall provide complete and thorough design documents that include concise technical analysis written with minimal grammatical errors. All design documents must receive final QA/QC review by an appropriately qualified member of the consultant's team.
- C. Project Team Meetings.** The consultant shall meet with the project manager, City and Caltrans staff at all following meetings and any additional phone and in person meetings necessary to prepare for the public outreach, to review documents, prepare for any meetings and hearing, and to meet the project deliverables and schedule.

### Deliverables

#### **A. Existing Conditions.**

- i.** Inventory existing roadway and sidewalk dimensions and conditions, transit routes and stops, pedestrian amenities, crosswalks, bicycle facilities, and other pertinent information.
- ii.** Gather background information on how the plan area can provide multimodal connections to other areas of the city.
- iii.** Conduct "walk and talks" along Main Street and Broadway to target feedback from downtown businesses, pedestrians, and bicyclists as well as to observe existing conditions and identify possible design concepts and solutions.

#### **B. Public Outreach.**

The consultant will be responsible for preparing, advertising, conducting, and documenting the public outreach done for the DMS Plan with the assistance of the City. This includes thinking of creative and out-of-the-box strategies that will engage the community at large including the under-represented population groups such as seniors, low-income and minority residents, the Spanish speaking population, youth, and people with disabilities.

All outreach should be bilingual in English and Spanish. The outreach should be interactive with the public and breakdown complex discussion topics into simplistic design options and elements the public can grasp. The outreach formats and types will be coordinated with Caltrans and the City. Below are a list of possible outreach strategies to use; however, other creative formats and engagement techniques can be proposed:

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- i. **Stakeholders.** Hold workshops/meetings with potential project stakeholders such as downtown businesses, downtown property owners, and developers on the type and improvements and designs that would benefit redevelopment and businesses in the downtown.
- ii. **Community Meetings.** Hold community meetings/workshops throughout the City to present the project, gather information, and solicit feedback from the community at large. Meetings/workshops shall be held at different venues, times, and days to accommodate a variety of schedules.
- iii. **Community Organizations and Interest Groups.** Hold specific workshops/meetings with interest groups such as the Chamber of Commerce, the Santa Barbara County Bicycle Coalition, and the Art Council to gather information and brainstorm design solutions. Also, given with a large church based community, contact and partner with local churches (both English and Spanish speaking) to provide informational booths, surveys, and workshops before or after church services.
- iv. **Streetscape Mock-up.** The consultant should create a “better block” design on Broadway, Main Street, or both that provides a mock-up of the improvements proposed in portions of these major roadways so that the community can experience what the build out of the improvements will be. The Better Block Foundation can be used to aid in this effort or the same strategy, model and approach used by this organization should be incorporated into the outreach process.
- v. **Events.** Set up a manned informational booth with surveys at the weekly downtown Friday night event to gather information and feedback from the community.
- vi. **Online Resources.** Provide information and surveys through several online mediums to reach a wider range of the demographic and population. Online resources such as the City webpage, Facebook, Survey Monkey, or other tools should be incorporated into the outreach process.

### C. Draft Downtown Multimodal Streetscape Plan

The consultant will compile the existing conditions information and graphics with the outcomes of the public outreach into creating the Draft DMS Plan and submit them to the City and Caltrans for review. The Draft DMS plan should include all necessary traffic impact analysis. The City and Caltrans will provide comments to the consultant within 30 days of receiving the Draft DMS Plan and the consultant will integrate the comments into the document in advance of any public hearings.

The consultant will further revise the Draft DMS Plan designs and phasing and funding recommendations based on input during a joint Planning Commission and City Council Study Session. The Final Draft DMS Plan with revisions described above will be presented to the Planning Commission and City Council at the final Public Hearings.

- i. **Outreach Designs.** The consultant team will prepare draft design materials and alternatives for presentations at meetings, workshops, and public outreach. The

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consultant will provide electronic versions of the materials to Caltrans and the City for review. The design materials will include the following:

- a. Draft design sketches, travel lane cross-sections, bike lane configurations, sidewalk designs, and alternatives for: Main Street and Broadway road segments and intersections in the Caltrans right-of-way, and the rest of the downtown street network in the City right-of-ways.
- b. Traffic calming measures and design ideas that can be used on Main Street and Broadway including, but not limited to bulb outs, roadway reductions and modifications, parallel parking, crosswalks, and landscaping.
- c. Streetscape Design Tool Box and meeting display materials with best practice public presentation materials that include original drawings and photos of examples from other communities. The material and approach should be creative and interactive allowing the public the ability to pick and choose design ideas and concepts for the street network. The purpose of the materials are to help the public participate in options and identify alternatives to address the following issues, at a minimum, consistent with Caltrans and City standards:
  - i. Traffic calming.
  - ii. Pedestrian safety at intersections.
  - iii. Travel lane configurations that include vehicle lanes, parking, walkways, and bicycle paths.
  - iv. Streetscape design to create a theme in the downtown, including lighting, street furniture, public art, landscaping, paving and walkway materials, and Low Impact Development (LID) drainage structures, transit stops, and way finding signs.

Caltrans and the City will provide written comments to the consultant regarding the preliminary draft materials within 15 working days of receiving the draft design materials.

- ii. **Revised Outreach Designs.** Based on City and Caltrans comments, the consultant will revise the travel lane cross-sections, bike lane configurations, sidewalk designs, and alternatives within 15 working days and prepare presentation materials for the outreach meetings/workshops, in coordination with City staff.
- iii. **Draft Design Concepts.** Based on input received during the public outreach process and City and Caltrans feedback, the consultant will revise the design materials for presentation at the last community meeting in the City of Santa Maria. It should be assumed that the draft design concepts will represent refinements to the outreach design concepts based on public input received during the public outreach.

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- iv. **Revised Draft Design Concepts.** Based on input received during the last Community Meeting, further refinements to the design materials may be required. The revision to the draft design concepts will be integrated into the Draft DMS Plan.
- v. **Draft DMS Plan.** The consultant team will prepare a Draft DMS Plan and will provide electronic versions of the materials to Caltrans and the City for review. Caltrans and the City will provide written comments to the consultant regarding the preliminary draft materials within 30 working days of receiving the draft design materials.
- vi. **Revised Draft DMS Plan.** Based on City and Caltrans comments, the consultant will revise the Draft DMS Plan within 30 working days and prepare presentation material for the joint Planning Commission and City Council Study Session, in coordination with City Staff.
- vii. **Final DMS Plan.** Based on the Planning Commission and City Council comments, the consultant will create a Final DMS Plan within 30 working days and prepare presentation material for the Planning Commission Public Hearing.
- viii. **Revised Final DMS Plan.** Based on input received during the Planning Commission Hearing(s), further refinements to the Final DMS Plan may be required for presentation to the City Council. Minimal revisions to the plan are anticipated.

### D. Phasing and Funding Recommendations

The consultant will draft written recommendations for roadway, intersection and streetscape improvements phasing and identify funding options, including formation of a Business Improvement District (BID), grants, loans, and other public and private funding options. The consultant will submit the draft Phasing and Funding Recommendations concurrent to submittal of the Draft DMS Plan above to the City and Caltrans for review. The consultant will revise the phasing and funding options based on City and Caltrans input and further refine them based on Planning Commission and City Council input, if necessary.

### Project Schedule

Project deliverables identified in the consultant proposal should adhere to the following schedule.

<b>Project Kickoff</b>	June 2017
<b>Existing Conditions</b>	June – August 2017
<b>Outreach Designs</b>	August – September 2017
<b>Public Outreach</b>	September – January 2018
<b>Draft Design Concepts</b>	February – April 2018
<b>Draft DMS Plan</b>	April – August 2018

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<b>Study Session Workshop</b>	September 2018
<b>Final DMS Plan</b>	October 2018
<b>Planning Commission Hearing</b>	November 2018
<b>Final Plan Edits</b>	November – December 2018
<b>City Council Hearing</b>	December 2018

### IV. PROPOSAL CONTENT REQUIREMENTS

#### Format and Content

Proposals should be submitted in sufficient detail to allow for thorough evaluation and comparison. They should be as brief and concise as possible without sacrificing clarity and stay within the 30 page limit. Proposals should include the following information, in sectionalized format:

- **Introduction.** Overall understanding of the project and approach; if joint venture, please identify prime contractor and all subcontractors.
- **Qualifications.** Firm capabilities, brief history, organizational structure, and top management (similar information for each joint venture participant and subcontractors, and approximate percentage of contribution), and relevant experience, including preparing and presenting design documents to the public. Include the company type and tax identification or social security number.
- **Personnel.** Identification of the proposed project manager and relevant background; an organizational chart showing project manager, key personnel, and all supporting staff to be assigned; brief resumes highlighting relevant qualifications; personnel responsibilities, estimated hours and percentage of total hours. The selected consultant must commit that the key personnel proposed for the project will be the actual personnel performing the work. Any modifications to staffing during the contract performance period must first be approved by the City.
- **Study Methodology.** Approach toward accomplishing work program; definition of each task, including depth of analysis, methodology, and data sources. Identify any recommended changes to the scope of work outline and basis for suggestions.
- **Assumptions.** A list of assumptions should be included that clearly defines the limits of the scope of work and how the work will be consistent with both Caltrans and City requirements.
- **Cost Proposal.** Itemized budget breakdown by task and issue area and cost with estimated hours (total hours and project manager hours) and salary; administrative and overhead expenses; and indirect expenditures.
- **Fiscal Responsibility.** Please provide detailed information regarding how the Project Manager will complete a successful project and manage costs responsibly.
- **Schedule.** Please provide language supporting how the schedule in this RFP will be met by the consultant. Schedule changes must be authorized by the City in coordination with Caltrans.

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- **Innovation or Advanced Techniques.** If your firm has innovative ideas or advanced techniques that could either improve the project or provide cost savings please provide the detailed information in this section.
- **Familiarity with Caltrans Procedures.** Please describe your project team's familiarity with state and federal procedures, guidelines, and standards for grant funded contracts, road designs and engineering. Only provide information that is relevant to this project.
- **Disadvantaged Business Enterprise Information.** All DBE requirements must be adhered to (please refer to Attachment A). A statement signed by the owners or authorized individual(s) acknowledging DBE information and requirements is mandatory.
- **Billing.** Billing should be on a monthly basis. All invoices shall include a breakdown of the deliverable, staff member and hours worked, and total amounts billed for each task. No billing shall occur for tasks in advance of their completion.
- **References.** List of former clients receiving comparable services, including the project manager's name and telephone number.
- **Individual Authorized to Negotiate the Contract.** Please provide the name of the individual or individuals authorized by the firm's owners or management to negotiate a contract. A statement signed by the owners or authorized individual(s) will be required.

### SUBMITTAL PROCEDURES

The proposal must be signed by an official authorized to commit the firm, along with a statement that the contents, including not-to-exceed cost, remain effective for a period of not less than sixty (60) days from the proposal due date.

Five (5) copies of the proposal must be submitted and received by the Community Development Department no later than the date and time listed on the first page of this RFP. Please hand-deliver or mail your proposal to:

City of Santa Maria  
Community Development Department  
Attn: Neda Zayer, Principal Planner  
110 South Pine Street, Room 101  
Santa Maria, CA 93458

### SELECTION PROCESS

City staff will evaluate all proposals and select a proposal. Interviews will be held as part of the review process in April. The selected proposal will be forwarded to the Director of Community Development for final award of the contract.

The following criteria will be used to rate firms and their proposals:

1. Understanding of the work to be completed.
2. Project team and experience with similar streetscape design and outreach projects.
3. Responsiveness to this RFP.
4. Quality and creativity of proposal with clear assumptions.
5. Innovation, cost effectiveness, and fiscal responsibility of the proposal.

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6. Commitment and ability to meet or expedite the project schedule.
7. Experience of firm and personnel on similar projects, including preparing and presenting design documents consistent with Caltrans standards.
8. Qualifications of project manager and technical personnel.
9. The firm's flexibility and willingness to work closely with Caltrans, the Community Development Department, and other City staff.

### ADDITIONAL INFORMATION

- The project website and documents relevant to the City of Santa Maria and the DMS Plan are available at Community Development Department and on the web at:

<http://www.cityofsantamaria.org/city-government/departments/public-works-services/bids-and-proposals>

- The City of Santa Maria reserves the right to modify or cancel this RFP in part or in its entirety, and to reject all proposals. The City reserves the right to negotiate with the selected consultant to make any necessary changes to the scope of work.
- All responses to this Request for Proposals will become the property of the City of Santa Maria. All data, documents, and other products used or developed during the study will remain in the City domain upon completion of the project.
- The proposal must be consistent with Caltrans guidance for federally funded projects as detailed in the Caltrans Local Assistance Procedures Manual (Chapter 10, page 26) located online at: <http://www.dot.ca.gov/hq/LocalPrograms/lam/lapm.htm>
- Upon negotiation of a contract, the method of payment will be established at no more than once monthly and will be based on satisfactory progress and the submission of invoices. The consultant proposal should specify preferred schedule of payment.
- The selected consultant must provide workers compensation insurance for all its employees. The consultant must submit a certificate of insurance with the proposal to establish coverage, if such certificate is not already on file with the Community Development Department.
- The selected consultant must provide no less than \$1,000,000 insurance for bodily injury and property damage claims as protection for consultant and City officers, agents, and employees. The consultant must submit a certificate of insurance with a copy of the endorsement, with the proposal to establish coverage, if such certificate is not already on file with the Community Development Department.
- The contract will specify that the consultant will not participate in direct communication with the public, and that news releases or news interviews will be prohibited, unless expressly authorized by the City of Santa Maria.

Please contact Neda Zayer, Principal Planner, at (805) 925-0951 x 2444 if you need additional information regarding this RFP.