

E. Proposer's Implementation Plan

Work Item (as listed in Specifications of RFP)	Sub-task (as listed in RFP)	Role as Stated in Appendix	Deliverable as Stated in Specifications	Implementation Steps
Project Administration				
<p>a. The City is looking for a consultant who can devote a committed portion of his/her time to this project over a period of 24 month period. NOTE: CPCI anticipates that it will take approximately 24 months to reach the first public hearing to consider a formal recommendation on the Community Plan Update process.</p>		Collaborate	<p>The Consultant shall collaborate with the City Project Manager to refine the draft community plan update schedule as it relates to the public outreach component of the plan update process to reflect the anticipated 24 month processing schedule (i.e. time anticipated to reach the first public hearing to consider a formal recommendation on the Community Plan Update process).</p>	<p>Ms. Smith will be the designated Principal in Charge for this project with Mr. Strang as the lead Managing Associate who will support her and be day to day contact for the City and Project Manager. The rest of the Collaborative Services team will be able to provide additional support on various work items as assigned by the Principal and Managing Associate.</p>
<p>b. The Consultant shall manage any of his/her own staff or any necessary subconsultants if applicable and be the key point of contact for the City project manager regarding the public outreach component of the plan update process.</p>		Collaborate		<p>In conjunction with Ms. Smith, Mr. Strang will manage all staff and be the key point of contact for the City Project Manager.</p>
<p>c. The Consultant shall play an active role to maintain the project schedule and budget as it relates to the public outreach component of the plan update process. Regularly scheduled coordination and status meetings shall be held with City staff to review the project status and budget, obtain required City approval, make decisions and discuss issues that have the potential of adversely affecting the project budget, schedule, or product. The Consultant shall prepare meeting agendas in consultation with the City Project Manager, distribute agendas prior to meetings, arrange for appropriate participants to attend, and distribute meeting notes for regular project status meetings, project working group meetings, and public meetings. Meeting minutes shall be distributed within seven working days of the meeting and shall include the issues discussed, action items, and responsible parties. The Consultant shall use Microsoft Project, or equivalent software to maintain an up-to-date project schedule.</p>		<p>Collaborate - Maintain Project Schedule and Consultant Budget Lead - Prepare Meeting Agendas and Minutes</p>	<p>Consultant shall participate in regular community plan update coordination meetings with City staff, to be determined/scheduled by City Project Manager. The Consultant shall update the schedule on a bimonthly basis and provide it to the City Project Manager and other affected parties. The City Project Manager shall provide the Consultant with a draft community plan update/public outreach and involvement schedule.</p>	<p>Collaborative Services will: Review existing neighborhood community plans and City of San Diego General Plan. Attend kick-off meeting with project team. Review project status and budget with City. Establish process for obtaining information; editing, review & approvals; and documentation of client or community correspondence. Review roles and responsibilities. Draft and revise project schedule for public outreach and involvement as necessary. Develop communications plan. Develop press & media plan. Draft and prepare meeting agendas. Draft and prepare meeting minutes.</p>
<p>d. The Consultant shall develop, maintain, and provide to the City Project Manager monthly progress memos as well as biweekly verbal updates that address the progress of work, public outreach schedule and budget, information/decisions required to maintain the project schedule and complete deliverables, problems encountered that may affect the schedule, budget, or work products, and anticipated work, action items, and review activities for the following month.</p>		Lead	<p>Consultant shall collaborate with City Project Manager to develop and implement a media strategy for various phases of the Community update process. Consultant as part of a multi-disciplinary team dedicated to assisting City staff with the update, shall interface and collaborate with other technical consultants of the team to review, comprehend, and summarize analysis results in addition to stakeholder input so that they may be relayed in within public discussions to inform the update process.</p>	<p>Collaborative Serves will: Develop, maintain, and provide monthly progress memos. Be in contact and communicate with City Project Manager regularly (at least bi-weekly) to provide updates on the progress of work, schedule, budget or decisions. Maintain and deliver monthly progress memos to document decisions made.</p>
<p>e. The Consultant shall provide quality control of all products prior to submittal to the City, shall ensure that all work is completed and deliverables provided on time according to the project schedule, and that all progress memos, agendas, and meeting minutes are technically accurate.</p>		Collaborate		<p>Collaborative Services will review documents for spelling, grammar, and accuracy. In addition, Collaborative Services will also review and collaborate on the sections mentioned in Appendix A, but not listed in Specifications: Community Plan Update Elements, Three Alternative Land Use Concept Plans, Economic and Fiscal Analysis into Land Use Scenarios, Urban Form Analysis and Massing Studies, Visual Preference Survey, Public Facilities & Park System Strategy including Phasing and Financing Plan, Mobility Analysis and Traffic Study, Rezoning Program and Workshop, Public Financing Plan, and publication of materials and documents.</p>

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Community Outreach, Meeting Facilitation, and Public Participation				
<p>a. The selected Consultant must demonstrate strong meeting facilitation skills and experience on projects of similar scope and size to the requirements and deliverables specified in this RFP.</p>		Lead	<p>Consultant shall attend and participate in monthly stakeholder meetings for each community planning area on issues, goals, priorities, elements and land use plan. Consultant shall furnish meeting agendas and minutes to city staff and stakeholders.</p>	<p>Collaborative Services will: Design involvement options for client consideration for community outreach and involvement. Additionally, Collaborative Services will prepare and create project materials, such as talking points and frequently asked questions & answers, for the project team members to use as reference when interacting with community or media questions. Collaborative Services will develop meeting agendas and summaries of stakeholder meetings and distribute to the project team.</p>
<p>b. The selected Consultant shall work with various public participants and stakeholders to identify land use issues and values that will guide the plan update process.</p>		Collaborate	<p>Consultant as part of a multi-disciplinary team dedicated to assisting City staff with the update, shall interface and collaborate with other technical consultants of the team to review, comprehend, and summarize analysis results in addition to stakeholder input so that they may be relayed in within public discussions to inform the update process.</p>	<p>Collaborative Services will: Identify and compile a database of public participants and stakeholders. Identify ways to conduct effective outreach for workshop participation. Identify land use issues and values through existing documents, advisory groups, and public workshops.</p>
<p>c. The selected Consultant shall gather input from community meetings, charrettes, and workshops and synthesize the input to inform the creation of new plan goals, objectives, recommendations, and plan alternatives.</p>		Collaborate	<p>Consultant shall attend and participate in monthly stakeholder meetings for each community planning area on issues, goals, priorities, elements and land use plan. Consultant shall furnish meeting agendas and minutes to city staff and stakeholders.</p>	<p>Collaborative Services will: Develop the structure of workshops and charrette. Select with the team the most effective way to gather input from community meetings. Provide documentation for input gathering. Synthesize input by categorizing info by topic or priority. Present summary of input to the team.</p>
<p>d. The selected Consultant shall work to build consensus among public participants and stakeholders regarding new plan goals, objectives, recommendations, and plan alternatives.</p>		Collaborate		<p>Collaborative Services will: Educate and explain the process for the community plan update the stakeholders and public. Give the public an opportunity to provide input. Involve participants in suggesting ideas. Facilitate discussions to solicit public input. Help the workshop participants and stakeholders prioritize ideas. Continue to inform advisory groups, stakeholders, participants, and the community the progress of the project. Demonstrate how community input was integrated in the final document.</p>
<p>e. The selected Consultant shall be required to work with City staff at the onset of the project to develop and refine the outreach strategy and to prepare a schedule to implement the various phases and tasks for the community update process. The outreach strategy that the Consultant shall prepare, may include, but is not limited to the following:</p>		Collaborate	<p>Consultant shall participate in regular community plan update coordination meetings with City staff, to be determined/scheduled by City Project Manager.</p>	<p>Collaborative Services will: Develop and refine outreach strategy to review with project team. Prepare and adjust schedule to implement various phases and tasks for community update by coordinating with team members.</p>
	<p>1) Monthly Stakeholder Advisory Group and Cluster Update Advisory</p>	Collaborate	<p>Consultant shall conduct one (1) community workshop to educate and introduce stakeholders to the community planning update process for each community planning area. The workshop shall be up to four (4) hours in length.</p>	<p>Collaborative Services will: Explain the process for the community plan update. Schedule dates for meetings with the group. Draft a timeline. Draft agendas. Draft and develop working binder for these groups to keep meeting materials. Develop goal for each meeting. Discuss roles for community workshops. Attend these meetings.</p>

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	2) Public Workshops - minimum of six for each community planning area	Collaborate - Attend Public Meetings Lead - Meeting Facilitation	Consultant shall conduct one (1) public workshop in order to establish community issues and overall vision desired by the community for each community planning area. The workshop shall be up to (4) four hours in length. The remaining four (4) workshops shall be topical, dealing specifically on plan elements and/or reflect phases of plan refinement, and shall be highly interactive and consensus-based.	Collaborative Services will: Draft a timeline of community involvement events. Determine goals for each workshop. Develop event design and layout. Discuss and select with project team the best design and layout. Coordinate project team responsibilities. Coordinate event logistics. Coordinate event notifications. Draft event materials (i.e., invitation, media ad or press release, agenda, project boards, fact sheets, etc.) Translate event materials to Spanish. Facilitate event. Photodocument event. Gather or document public input. Summarize input.
	3) One (1) charrette process (up to six days in length) for each community planning area	Lead/Collaborate	Consultant shall conduct one (1) charrette process for each community planning area and collaborate with other technical consultants, as hired by the City. The charrette shall be up to 6 days in length.	Collaborative Services will: Draft a timeline of community involvement events. Determine goals for charrette. Develop event design and layout. Discuss and select with project team the best design and layout. Coordinate project team responsibilities. Coordinate event logistics. Coordinate event notifications. Draft event materials (i.e., invitation, media ad or press release, agenda, project boards, fact sheets, etc.) Facilitate event. Photodocument event. Gather or document public input. Summarize input.
	4) Focus/working group meetings	Lead	Consultant shall facilitate and conduct the meetings. The Consultant shall have a minimum of 3 years experience in working with citizen and professional organizations within the urbanized communities.	Collaborative Services will: Draft a timeline for community involvement events. Determine goals for meeting. Develop event design and layout. Discuss and select with project team the best design and layout. Coordinate project team responsibilities. Coordinate event logistics. Coordinate event notifications. Draft event materials (i.e., invitation, media ad or press release, agenda, project boards, fact sheets, etc.) Facilitate meeting. Photodocument event. Gather or document public input.
	5) Walk audits	Collaborate		Collaborative Services will: Draft a timeline community involvement events. Determine if walk audit is a separate event or combined with a workshop. Determine goals for meeting. Develop event design and layout. Determine walking route. Create walking audit map and checklist. Provide and alternative way to do audit for those who can not walk. Discuss and select with project team the best design and layout. Coordinate project team responsibilities. Coordinate event logistics. Coordinate event notifications. Draft event materials (i.e., invitation, media ad or press release, agenda, project boards, fact sheets, etc.) Translate event materials to Spanish. Facilitate meeting. Photodocument event. Gather or document public input.

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	6) Community surveys	Collaborate	Consultant shall conduct one (1) community-wide survey to identify issues and needs for each community planning area.	Collaborative Services will: Determine goal of surveys. Draft survey. Translate survey. Review survey with project team and advisory committees. Revise and secure approval. Identify uses for survey (hard and online version) Distribute survey. Compile results from survey.
	7) Presentations/updates to public officials	Collaborate	Consultant shall develop and prepare community outreach and public participation strategy with City staff. Dates/times of the workshops will be scheduled in coordination with City Project Manager to achieve the greatest level of stakeholder and public participation.	Collaborative Services will: Gather information to construct presentation from project team. Determine goal of presentation. Develop structure of presentation (where we've been, where we are, where we are going) Draft presentation materials (handout, powerpoint, collateral project materials). Translate materials to Spanish. Revise presentation materials based on project team edits. Be available to present with team on progress of project.
The Consultant shall provide input to City staff on the following:	1) Project website	Lead		Collaborative Services will: Make recommendations on the information for the website. Draft text and graphics for website. Coordinate with the City's web team.
	2) Project information brochure	Collaborate		Collaborative Services will: Gather information to construct brochure from project team. Determine goal of brochure. Identify uses for brochures. Develop layout of brochure (project description, process, community participation opportunities, and project contact) Draft brochure. Revise brochure based on project team edits. Finalize and secure approval for production. Translate brochure to Spanish. Coordinate with production vendors. Distribute brochures. Post brochure online.
	3) Regular project newsletters	Lead		Collaborative Services will: Gather information to construct newsletter from project team. Determine goal of newsletter. Determine frequency of newsletter. Identify uses for newsletter. Develop layout of newsletter (project description, process, community participation opportunities, progress and project contact) Draft newsletter. Revise newsletter based on project team edits. Finalize and secure approval for production. Translate newsletter to Spanish. Coordinate with production vendors. Distribute newsletters. Post newsletter online.
	4) Visual displays	Collaborate		Collaborative Services will: Gather information to construct visual displays from project team. Determine goal of displays Identify uses for displays. Develop layout of displays. Draft displays or determine which project team consultant is better suited to draft display. Revise display based on project team edits. Finalize and secure approval for production. Translate display to Spanish. Coordinate with production vendors. Post displays online.

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	5) Media participation through interviews, public service announcements, etc.	Lead		Collaborative Services will: Develop press and media opportunity calendar. Draft press releases. Review, finalize, and secure approval on press release with project team. Pitch project progress to local press & media. Schedule interviews with project spokesperson. Communicate with the press & media regularly to provide them with project info and workshop details. Coordinate with ad sections when appropriate.
f. The Consultant, together with the City of San Diego, shall work with all three (3) Stakeholder Advisory Committees and the Cluster Update Advisory Committee, which the City of San Diego will organize, and shall encourage extensive community input and involvement through public workshops and informational presentations. The Consultant shall facilitate and conduct the meetings. The Consultant shall have a minimum of 3 years experience in working with citizen and professional organizations within the urbanized communities. The process shall allow input from all those affected by the update, reach out to those often under-represented in the decision-making process, and provide feedback representative of the community at large.		Lead/Collaborate	Consultant shall facilitate and conduct the meetings. The Consultant shall have a minimum of 3 years experience in working with citizen and professional organizations within the urbanized communities. Consultant shall conduct one (1) public workshop in order to establish community issues and overall vision desired by the community for each community planning area. The workshop shall be up to (4) four hours in length Consultant shall conduct one (1) charrette process for each community planning area and collaborate with other technical consultants, as hired by the City. The charrette shall be up to 6 days in length.	Collaborative Services will: Explain the process for the community plan update. Schedule dates for meetings with the group. Draft a timeline. Draft agendas. Draft and develop working binder for group to keep meeting materials. Develop goal for each meeting. Conduct and facilitate meetings. Discuss roles for upcoming community workshops.