CITY OF SAN DIEGO

PURCHASING & CONTRACTING DEPARTMENT
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ADDENDUM A

Proposal No. 9439-09-Z-RFP

Proposal Closing Date: August 21, 2008
@ 4:00 pm P.D.T.

Bids for furnishing the City of San Diego with **Professional Public Outreach, Involvement, and Facilitation Services for the City of San Diego Uptown, Greater North Park, and Greater Golden Hill Community Plan Update Process.**

The following changes to the specifications are hereby made effective as though they were originally shown and/or written:

1. *Delete* the original page 13 and *replace* with the attached Addendum A page 13. (**NOTE:** Section II, paragraph B, item 2.j and item 2.k have been added).

2. *Delete* the original page 15 and *replace* with the attached Addendum A page 15. (**NOTE:** Section II, paragraph C, item 15 has been added).

3. *Delete* the original page 66 and *replace* with the attached Addendum A page 66. (**NOTE:** Appendix A, item 15 has been changed).

4. *Add* a two (2) page "Questions and Answers". (**NOTE:** These questions and answers are being provided for informational purposes only, and are not part of any resulting contract from this RFP.)

CITY OF SAN DIEGO PURCHASING & CONTRACTING DEPARTMENT

Michael Winterberg
Procurement Specialist
(619) 533-6441

August 13, 2008

MW/yk

e. 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.

f. 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

g. 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.

h. 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.

i. 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.

j. 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.

k. Spanish translation shall be furnished for all materials and workshop sessions. Materials must also be available in different formats upon request by the City.

C. QUALIFICATION AND EXPERIENCE

The following experience, qualifications and skills are required to successfully complete the requirements of this RFP.

1. Consultant shall describe experience in completing consulting efforts and present consultant qualifications that are similar in scope and size to the requirements and deliverables of this RFP. For each team member, describe in detail three (3) successfully completed similar projects. For each completed project, provide the name of the jurisdiction and Project Manager the Consultant performed work for, address, telephone number, type of work performed, and dollar value of the contracts. A project currently being performed may be submitted for consideration as one of the references.

12. Further, the selected Consultant shall provide the City's Project Manager with quarterly reports summarizing and verifying any sub-consultant charges for completing various Community Plan Update tasks; and shall specifically identify consultants' position, role and responsibility for completing each specified task.

13. The Consultant shall submit a list, which indicates all prime contracts and/or amendments awarded to the Consultant from the City of San Diego for the last three (3) years. The list shall include a short description of the project, the project scope of work, award date, completion date, name of City's Project Manager, and contract value.

14. Consultant shall complete and submit a list of any proposed SubContractors with their technical proposal for evaluation (use form on page 34).

15. **The Consultant shall be competent in communicating in Spanish (written and verbal) and shall have the ability to provide Spanish translation services.**

D. REFERENCES

Consultant teams are required to provide a minimum of three (3) references for each team member to demonstrate successful performance for work of similar scope to the City of San Diego as specified in this RFP during the past three (3) years (use form on page 33. Consultant teams must also demonstrate that they are properly equipped to perform the work as specified in this RFP. This will enable the City to judge product reliability, performance, and other information. The City reserves the right to contact references not provided by the Consultant team.

E. PROPOSERS IMPLEMENTATION PLAN

Consultant shall provide a contract implementation plan proposing procedural, operational steps, technical approach and milestones of how the Consultant intends to provide the work plan with specified deliverables as previously specified. The Consultant shall include a percentage (%) estimate of prime- and sub-consultant time anticipated for completing each task / deliverable related to the Community Plan Update scope of work. A revised schedule may be required from the Proposer(s) within ten (10) calendar days of the City's notification of provisional award.

F. OPTIONAL CONSULTING SERVICES

Provide, if available and at the discretion of the City, optional consulting services related to the scope of work and in accordance with this RFP. Optional consulting services may be required on an as-needed basis throughout the term of the contract. The City and the Proposer(s) shall mutually agree on optional consulting services price according to task(s) and as specified in Section III of this RFP.

APPENDIX A

UPTOWN, GREATER NORTH PARK, AND GREATER GOLDEN HILL COMMUNITY PLAN UPDATE TASKS

LEAD = L

COLLABORATE = C

REVIEW =

	Community Plan Update Tasks	Urban Design Consultant Responsibilities	Public Facilitator Responsibilities	Transportation Consultant	Historic Resources Consultant	EIR Consultant Responsibilities	Economic & Fiscal Analysis Consultant Responsibilities	City Staff
14	Create Urban Form Analysis and Massing Studies	L	C					C/R
15	Prepare and facilitate a Series of **Six (6)** Community Workshops **and a Four to Six Day Intense Charette**	C	L/C	C	C		C	C/R
16	Prepare Visual Preference Survey	L	C			C/R		C/R

Proposal No. 9439-09-Z-RFP

Questions and Answers

Question 1:

Does our proposed program need to contain all components listed in Section II.A.2, Community Outreach, Meeting Facilitation, and Public Participation? Or, can we propose a program consisting of a combination of some of these components as well as other components to best achieve the project objectives established by the City?

Answer 1:

Section II, paragraph A, item 2 of this RFP specifies the minimum requirements, and therefore Proposers must submit their proposal in accordance with this section. However, Proposers may also submit alternative proposals in accordance with Section C.6, "Alternative Proposals" within the City of San Diego General Provisions for Proposals dated 01/18/2005 (which are incorporated by reference in Section VI, paragraph E of this RFP).

Question 2:

Has the City procured public outreach/facilitation services in the past for community planning efforts? If so, can the City provide the names of the firms?

Answer 2:

The City has procured public outreach/facilitiation services in the past for community planning efforts. You may submit a Public Records Act request for more details directly to the City Planning and Community Investment Department.

Question 3:

Will Spanish translation be required for all materials and workshop sessions?

Answer 3:

The Specifications have been changed to address this question. Please refer to Section II, paragraph B, item 2.k and paragraph C, item 15 of this Addendum.

Question 4:

Can the City provide direction on the estimated budget for the services described in the RFP? Have funds been appropriated for the length of the project?

Answer 4:

This information is not being provided during this RFP process. Proposers must submit price proposals based upon the requirements and deliverables specified in this RFP. Funds have been appropriated for the length of this project.

Question 5:

Who has the City hired for the Urban Design, Transportation, Historic Resources, EIR, and Economic Consultants?

Answer 5:

Consultants for Urban Design, Transportation, Historic Resources, EIR, and Economics have not been selected for this Update Cluster at this time.

Question 6:

Has there been any outreach to the general communities and community planning groups about this effort that will be underway? If so, what kind of awareness or outreach has been done to date? What has been the general sentiment about the effort to create a clustered community plan update?

Answer 6:

Yes. There have been several staff announcements and reports to each of the three communities involved in this particular Update Cluster, as well as discussions with non-community planning group organizations and individuals from the communities about the general scope of the plan update. A general sentiment about the clustered approach to the update has not been formerly expressed by the community planning groups, community-related organizations, or members of the public.