

SAN JOSE REDEVELOPMENT AGENCY

REQUEST FOR QUALIFICATIONS COMMUNITY-BASED TRANSPORTATION PLANNING CONSULTANT

January 29, 2009



Redevelopment Agency

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Executive Summary

Opportunity:

The San Jose Redevelopment Agency (Agency) in conjunction with the City of San Jose Department of Transportation (DOT) and The Alameda community are recipients of a Caltrans Transportation Planning Grant. In order to implement the Grant, the Agency is seeking qualified firms to respond to this Request for Qualifications (RFQ).

The selected consultant(s) will provide extensive community outreach and education, and conduct community meetings as necessary for a Community Transportation Planning exercise. The goal is the creation of an urban design plan for the 1.5 mile stretch of The Alameda between Diridon Station and Interstate 880, and the adjacent Race Street and Stockton Avenue.

The product: *"The Alameda, A Plan For A Beautiful Way"* will encourage pedestrian, bicycling, and transit use, and reduce car trips. This Plan will lay the foundation for a vibrant neighborhood destination on The Alameda serving as the commercial anchor for the adjacent neighborhoods and providing services to transit users.

Locations: The Alameda, (See Appendix A, for map of the area)

Proposals due: 4:00 PM (PST), February 19, 2009

For Further Information Contact:

Eva Klinger
Senior Development Officer
San Jose Redevelopment Agency
200 East Santa Clara Street Suite 1400
San Jose CA 95113
Telephone: 408 795 1857
Email: Eva.Klinger@sanjoseca.gov

Request for Qualifications

The San Jose Redevelopment Agency (Agency) in conjunction with the City of San Jose Department of Transportation (DOT) and The Alameda Community is seeking Statements of Qualifications from experienced firms to provide consulting services for community transportation planning along The Alameda (State Highway 82) in San Jose, a revitalized historic commercial center and boulevard with excellent transit and housing potential.

The selected consultant(s) working closely with Agency, DOT, local neighborhood groups, business associations, transit riders, and Caltrans Department of Transportation, will conduct intensive outreach/collaboration with the community to develop a comprehensive urban design plan for a safe, pedestrian friendly, revitalized boulevard designed to encourage multi-modal transportation (particularly walking, bicycling) and improved transit access. The consultant(s) will also assist the group with researching funding and grants for implementation of the plan.

The outcome of the project will be "*The Alameda: A Plan for "The Beautiful Way"*", covering approximately 1.5 miles along The Alameda, from Diridon Station on Cahill Street to Highway 880 together with the major connecting streets of Race Street and Stockton Avenue.

This plan will serve residents, businesses and transit riders in the surrounding community and help foster retail, economic, and residential development.

An oversight committee composed of neighborhood and business representatives together with the SJRA, DOT, Caltrans, and Valley Transit Authority (VTA) will guide the project over a two-year period.

This RFQ describes the services to be provided by the consulting firm (Consultant), and the selection process. The selected Consultant(s) will enter into a Consultant Agreement ("Agreement") with the Agency for a term not to exceed two years.

Statements of Qualifications (Two originals and one electronic copy) must be submitted no later than **4:00 p.m., Thursday February 19, 2009** to the following addresses:

San Jose Redevelopment Agency
Attention: Eva Klinger
200 East Santa Clara Street Suite 1400
San Jose, CA 95113
Eva.Klinger@sanjoseca.gov

Late submittals and submittals via email or facsimile will not be accepted or evaluated. Incomplete submittals will not be considered. Incomplete submittals will not be evaluated.

About The Alameda District

The Alameda, a historic transportation corridor between downtown San Jose and the City of Santa Clara is a segment of California's original El Camino Real. The Alameda is considered to be the "first true road" in California established in 1799 and known historically as "The Beautiful Way."

The Alameda's northern end is one of the primary entry points from Interstate 880 into San Jose and carries significant vehicle traffic, particularly at commute times (over 30,000 trips per day). At the southern end of the project area is San Jose's major transit center including Diridon Station (San Jose's main Caltrain station, and the proposed site of a California High-Speed Rail stop), a light rail station, a major Valley Transportation Authority (VTA) bus hub, and a future BART station. Adjacent to Diridon Station is the HP Pavilion, the South Bay's premiere sports and entertainment center, with 160 to 200 major events per year. Major bus service routes to the peninsula travel along The Alameda including the Rapid 522, the backbone of the Santa Clara VTA bus network. The adjacent community includes historic residential neighborhoods along the northern and central sections and emerging higher-density infill development closer to the transit center.

The City of San Jose's existing General Plan, Diridon/Arena Strategic Development Plan, and Midtown Specific Plan all encourage preservation of the historic neighborhoods, higher-density development near the transit center, and medium-density infill development in other areas. These plans are producing the desired results. In the last 5 years, 2300 units of housing were built in The Alameda district alone. There are over 500 units now in various stages of construction and even more units are in the planning stage.

The Alameda was once the commercial/retail center for the adjacent community. However the current streetscape completely fails to meet any "livable community" criteria and the commercial area is struggling. Traffic is intrusive during commute times. Crosswalks are inadequate and do not feel safe. Although The Alameda is a designated bicycle route, there are no bike lanes and no accommodation for bicycles. Access between the commercial area of The Alameda and the transit center (Diridon Station, etc.) is not attractive or welcoming for pedestrians or bicycles. There is no iconic marking of the area defining it as unique. In short, the area does not fill the needs of businesses, residents or transit users.

On the positive side, The Alameda has unique assets and great potential. Local residents, transit users, and commuters provide a ready source of potential customers. Wide sidewalks and street trees are already in place. Buildings are on a human scale (2 – 3 stories) and interesting, historic architecture survives. The existing street width allows for intelligent traffic-calming measures. Some seeds of a neighborhood center are in place or on the way – a few shops and restaurants, a drugstore, a Whole Foods store - but are now located in isolated pockets along the boulevard.

Although the area has most of the elements of a Transit Oriented District: housing, transit, historic character, and therefore great potential-- it is still missing one important factor; it lacks a viable retail destination. Visitors and residents must often travel out of the district for their shopping needs.

Objectives and Scope of Studies

The specific elements to be studied will be determined by the community in the first phase of the consultant's work. The overriding objective of the study is an exercise in "place-making," and seeks to turn a utilitarian transportation corridor into an attractive and vibrant community gathering place with thriving retail and services and a strong and distinctive identity.

The urban design plan will almost certainly include recommendations for circulation and streetscape improvements, including proposed improvements to the right-of-way of The Alameda for it to function as a "complete street" and to enhance the vitality of the business district and the livability of surrounding neighborhoods.

Circulation and streetscape recommendations may include physical improvements to the right-of-way of The Alameda and two intersecting streets, including modifications of the streets themselves and a full range of streetscape improvements, including widened sidewalks, bike lanes, wide shoulders, additional crosswalks, refuge medians, bus pullouts or bulb-outs, special bus lanes, raised crosswalks, audible pedestrian signals, sidewalk bulb-outs, street trees and other landscaping, street and pedestrian lighting, street furniture, identity and wayfinding signage, etc.

If the community so chooses, the urban design plan may also include recommendations for improvements to the property fronting The Alameda or in the surrounding neighborhoods. Such recommendations may include: land use changes to support the vitality of the street, development regulations to insure compatibility with adjacent uses and the surrounding neighborhoods, and design guidelines to reinforce the historic character of the district. Recommendations on facade design and signage should complement governmental improvements, such as the facade and sign grants of the San Jose Redevelopment Agency.

Plans for public improvements will be developed to a conceptual level, but detailed design and construction documents will not be part of this scope of work. Similarly, the urban design plan may include recommendations for land use policies, development regulations, design guidelines, etc., but the drafting and adoption of such documents will be in subsequent studies.

Study Area

The area to be studied for public improvements includes the rights-of-way of The Alameda (between the Diridon Station and I-880) and the one block of both Race Street and Stockton Avenue that intersect The Alameda. Studies may also address the property fronting those rights-of-way and should also consider relationships to adjacent neighborhoods.

Related Studies

The urban design plan for The Alameda should take into consideration and be coordinated with a number of on-going and pending studies.

Grand Boulevard Initiative. The Grand Boulevard Initiative is a collaboration of 19 cities, San Mateo and Santa Clara counties, and local and regional agencies united to improve

the performance, safety and aesthetics of El Camino Real, of which The Alameda is a part. El Camino Real and The Alameda will achieve their full potential as a place for residents to work, live, shop and play, creating links between communities that promote walking and transit and an improved and meaningful quality of life. (www.grandboulevard.net)

Diridon Area Station Plan. The City Of San Jose has received a grant from the Metropolitan Transportation Commission (MTC) to develop a Station Area Plan for the Diridon Station Area as part of MTC's Station Area Planning Program. The Diridon Station Area occupies a unique position in San Jose. As Downtown San Jose continues to be transformed into a vital urban center, the Diridon Station is expected to be its major transit hub. With bus and light rail service, expanded commuter rail, a new BART station, and future high-speed rail connections, the study area will also be a key regional hub for the entire Bay Area.

The study area covers a one-half mile radius from the Diridon Station, including The Alameda west to Keeble Avenue. While the primary objective of the Station Area Plan is to build transit ridership with dense, transit-oriented development, the Plan emphasizes access, circulation and parking in and around the study area and will directly affect The Alameda.

El Camino Real Bus Rapid Transit. The MTC Draft Transportation 2035 Plan includes the El Camino Real BRT as a priority transportation project. (Project 21923, Implement Bus Rapid Transit (BRT) on El Camino Real from Diridon Station to Palo Alto, 2000 Measure A sales tax project.) VTA's pending BRT Strategic Plan is expected to identify El Camino Real (including The Alameda) as the next corridor for BRT development. VTA expects to start initial planning (Conceptual Engineering) in the summer or fall of 2009.

I. SCOPE OF SERVICES, AND CONTRACT TERM AND COMPENSATION

A. Scope of Services

The general tasks include, but are not limited to, the following:

1. Initiate Project

Set up project tools to inform and involve the community

- Plan and build website (information, maps, functions, enable online registration etc.)
- Build initial database of contacts, interested parties

2. Research

Task 2.1 Existing Traffic and Pedestrian Analysis

- Conduct pedestrian and traffic study, and analyze existing conditions

3. Public Outreach: Project Awareness and Education

Task 3.1 Develop strategy and materials to raise public awareness of project

- Create project information sheet, press release, PSAs and flyers

Task 3.2 Execute public awareness campaign

- Press release, interviews with local TV and print media
- Post flyers in local businesses
- Post project information sheet to neighborhood email groups
- Presentations at meetings of neighborhood community and business groups

4. Project Publicity: Awareness

Prepare education and research material

Task 4.1 Prepare survey questionnaire

- To solicit views on needs and priorities (problems and assets)

Task 4.2 Prepare background information

- To educate community on urban design basics, similar projects
- To inform community of current conditions and future planned developments

5. Community Meetings

Task 5.1 Introductory Public Meeting

- Hold public meeting to introduce the project, present background information, present survey questionnaire. Summarize meeting. Post this material to project web site.

Public Outreach: Define Needs And Priorities

6. Solicit Community Input

Task 6.1 Distribute survey questionnaire

- Online, to community organizations, to contact database

Task 6.2 Walking Tours

- Arrange guided walking tours of project area to examine current conditions

Task 6.3 Summarize and publish community input

- Summarize community survey results on needs and priorities
- Publish online; distribute to contact database; release to media

Task 6.4 Community Meeting to review and finalize needs and priorities

- Review and discuss survey results; establish community consensus on problems and assets, and on future vision and priorities
- Identify logical breakdown of project into discrete domains (e.g. traffic calming, bicycle access, etc.)

Research Solutions

7. Working groups research

Task 7.1 Establish working sub-groups

- Composed of professionals and community representatives; each group to work on a specific identified project domain

Task 7.2 Sub-group research, study, and report

- Research domain knowledge base; field trips to local (Bay Area) communities
- Conduct mini-charrettes in each domain
- Compile conceptual level plans

Project Conclusion

8. Prepare draft final report

Task 8.1 Synthesize working group reports

- Hold working group study sessions to review and synthesize individual reports

Task 8.2 Write draft final report

- Draft project follow-up plan (how to carry forward to implementation)
- Prepare draft final comprehensive report

Task 8.3 Publish draft final report

- Publicize final report: distribute to contact database; post to website; release to media
- Set up online discussion group

9. Finalize project results

Task 9.1 Community Meeting

- Hold community meeting to review and discuss draft project final report

Task 9.2 Complete project final report

- Include input from final community meeting and other (e.g. online) comments
- Publish final report

Task 9.3 Start Follow-up Plan

- Submit final report to City Council
- Submit final report to Caltrans
- Set up organization and processes to carry the project forward towards implementation
- Assist group in identifying additional grants (MTC, VTA, Grand Boulevard, Livable Communities etc.)

10. Research funding and grants for implementation.

B. Contract Term and Compensation

The Agency and the selected Consultant will enter into Agreements for a term not to exceed two years. Payments under the Contract will be based on a fixed fee for all tasks required.

C. Insurance Requirements:

The selected firm(s) must have \$1 million in liability insurance, auto insurance for all employees and workers compensation for employees.

II. SELECTION PROCESS, CRITERIA, AND SUBMISSION REQUIREMENTS

A. Selection Process

It is anticipated that the selection process may be divided into two parts. Statements of Qualifications (SoQ) will be evaluated by an Agency-led team that will include the Alameda Steering committee (representatives from the various neighborhood groups, business association, and nonprofits), and the City of San Jose Department of Transportation. The Agency will verify the completeness of each SoQ submittal that is received before the stated deadline. Submittals that staff determines are not materially complete will not be given further consideration or evaluation. All, or some, of the applicants who submit complete and responsive SoQ may be interviewed. Further written material regarding qualifications or examples of work may be requested. A short list of consultants will be generated as a result of the interviews. Those consultants may be asked to prepare a Request for Proposal. (RFP) which will specifically define the tasks and costs of the project.

The Agency may select one or more Consultants for contract negotiations based on evaluations of the submittals, interviews, and reference checks. The contract process may also be a two phase process. [The first phase would include promoting/marketing, community participation, educating, gathering input, holding community meetings, and then](#) summarizing and documenting the community's vision and priorities.

The second phase would be conducting detailed studies and generating specific and detailed design documents, again with extensive community input and participation.

B. Selection Criteria

The Agency will select one or more consultants based on demonstrated experience, qualifications, and other relevant factors (including qualifications of key employees) necessary to successfully undertake the Scope of Services as generally described in this RFQ. Small firms and highly creative firms are encouraged to apply.

Responses to the RFQ are expected to include:

- Experience and qualifications of the consultant and key employees in providing the required consulting services in similar areas.
- Thoroughness and quality of approach to complete the Community Planning Process.
- Ability to satisfy the Agency's insurance and contracting requirements.

C. Submission Requirements

Statements of Qualifications must contain all of the following items and/or information:

1. A cover letter that a) summarizes the highlights of the submittal, b) describes the composition of the consultant firm or team, c) summarizes the consultant firm or team's experience and qualifications relative to the selection criteria above.
2. A brief 1-2 page description of past projects, with examples of work or illustrations attached which demonstrate exactly the role of the proposing firm, and the individuals involved. Include the budget, size and scale of the past design projects, and client contacts.
3. The consultant firm's or team's key staff resumes, including any relevant professional designations, licenses, qualifications and experience, specifying staff assigned to each project task; a statement of staffs' availability and the capacity in which they will serve.
4. A narrative describing the consultant firm's or team's understanding of the project and the approach to undertaking the Scope of Services.
5. Each firm responding to this RFQ must submit two originals and an electronic version of a Statement of Qualifications to the following address:

San Jose Redevelopment Agency
200 East Santa Clara Street Suite 1400
San Jose, CA 95113
Attn: Eva Klinger
Email: eva.klinger@sanjoseca.gov

SCHEDULES AND DEADLINES

The following is the schedule for selection of the PBID Consultant:

- | | |
|-------------------|--|
| January 29, 2009 | RFQ available at the Redevelopment Agency, and on the Redevelopment Agency's website www.sjredevelopment.org |
| February 19, 2009 | Statements of Qualifications due at 4:00 PM at

San Jose Redevelopment Agency
200 East Santa Clara Street Suite 1400
San Jose, CA 95113
Attn: Eva Klinger
Email: eva.klinger@sanjoseca.gov |
| March 23-27, 2009 | Proposed interview week |

III. GENERAL PROVISIONS

A. Consultant Expenses

Consultants responding to this RFQ do so at their own expense.

B. Agency Right to Modify or Suspend RFQ

The Agency, reserves the right at any time, and in its sole discretion, to modify or suspend any and all aspects of the selection process, including, but not limited to:

- 1) Obtaining further information from any consultant,
- 2) Rejecting any and all responses submitted,
- 3) Reissuing the RFQ,
- 4) Negotiating with any or all, of the respondents to this RFQ as to fees, scope of services, or other aspects of the RFQ,
- 5) Issuing an RFP to the selected Consultants

C. Claims Against the Agency

By responding to this RFQ, the respondent waives any claim against the Agency or Agency property by reason of any or all of the following: any aspect of this RFQ, the selection process or any part thereof, any informalities or defects in the selection process, award or non-award of the Agreement, any statements, representations, acts, or omissions of the Agency, its staff or Board.

MAP OF THE ALAMEDA DISTRICT

