



**Beverly Hills City Council Liaison / Southeast Area Task Force Committee
will conduct a Special Meeting, at the following time and place, and will
address the agenda listed below:**

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Monday, January 30, 2017
5:00 PM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Review of a Draft Request for Proposals for Southeast Planning
- 3) Updates on Current Projects
- 4) Adjournment

A handwritten signature in black ink, appearing to read "Byron Pope", written over a horizontal line.

Byron Pope, City Clerk

Posted: January 26, 2017



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



City of Beverly Hills
Community Development Department

REQUEST FOR PROPOSALS
Consultant Services for Southeast Area
Community Plan

RFP Release Date: _____, 2017
Proposals Due: 5:30pm, _____, 2017



ANNOUNCEMENT

The City of Beverly Hills invites qualified consultants to respond to a Request for Proposals for a community plan for the Southeast Area of the city. The community plan for the Southeast Area of the City will establish a vision for this area and develop a set of implementation actions to improve the project area.

Proposals for this project will be due by 5:30pm on _____, 2017 and must include all requirements listed under "Specifications for Submittal". This project has a budget of \$165,000. To facilitate proposal development, a detailed project description is provided at the end of this announcement and City staff is available to respond to questions.

PROJECT INFORMATION

CONTEXT AND PROJECT HISTORY

The City of Beverly Hills has recently initiated efforts to create a community plan for the Southeast area of the City. This area of the City of Beverly Hills (See Attachment 1) consists of single- and multi-family neighborhoods, major transportation corridors (Wilshire Boulevard, La Cienega Boulevard, Olympic Boulevard) as well as local serving commercial corridors (such as Robertson Boulevard). The area is home to several historic theaters, a number of city designated historic landmarks, a community park, and an elementary school, among other community amenities. In addition, the Westside Purple Line subway extension will be constructed over the next several years and is expected to be operational in the City in 2023 with a station located at La Cienega and Wilshire. This station is in the heart of the Southeast Beverly Hills area and will be a major component of the future of the neighborhood and the City as a whole.

In 2013 Mayor Mirisch and the City Council appointed community members to the newly created Southeast Task Force, which is tasked with identifying challenges and issues in the Southeast Area and creating and discussing potential solutions. Several of the issues and opportunities identified in the area relate to economic development along commercial corridors, the relationship between commercial and residential uses in the area, and opportunities and challenges related to mobility in the area considering the anticipated subway station that will be located at La Cienega Boulevard and Wilshire Boulevard. The Task Force is comprised of residents, business owners and property owners from the Southeast. The Southeast Task Force has been meeting since its inception and has produced a recommendations paper that was presented to the City Council in 2014 (Attachment 2).

In 2015, the Community Development Department began conducting community outreach related to the Southeast Area in order to inform a comprehensive community plan document for the area. The Community Development Department has held three visioning meetings (July 1, 2015, November 17, 2016, and June 22, 2016) during which community members participated in a variety of "visioning" exercises. The summaries of the feedback received at these meetings are provided in Attachment 3. The Community Development Department is now seeking a consultant to assist with the preparation of a community plan document that incorporates the input and ideas of the Southeast Task Force, as well as the information collected during the three visioning meetings.



PROJECT OBJECTIVES

The objectives of the project are to:

- Further engage all stakeholders in the Southeast area through the planning process and gain consensus on a plan
- Develop a community plan for the Southeast Area of the City that:
 - Summarizes and represents the “vision” for the area as expressed by the community
 - Is comprehensive and easy to understand;
 - Contains visuals to illustrate ideas when appropriate;
 - Identifies existing barriers to achieving the desired vision for the area;
 - Considers: mobility, economic development, urban design, land use, parking, programming, historic resources, residential/commercial transition issues, housing, and environmental issues, and;
 - Contains an implementation matrix document with recommended implementation actions. The implementation document is a key deliverable and should provide:
 - Clear guidance on actions with specific policy recommendations, specific physical improvements for the area, and specific land use regulation recommendations (including draft zoning code language to execute changes);
 - Recommendations including, but not limited to: area branding, public improvements, appropriate incentives to execute the plan, land use development standards, and identify key sites to implementing the vision for the area;
 - A description of the fiscal implications of undertaking each action including potential fiscal impacts to the City as well as property owners, and;
 - A timeline for completion of actions that will be undertaken in order to achieve the vision for the community.

The process of creating a community plan for the Southeast Beverly Hills Area will be inter-disciplinary and will be informed by the work already completed by the Southeast Task force and the information gathered at the three community visioning meetings held by the Community Development Department. The consultant will be expected to work closely with staff to identify and engage stakeholders, conduct meetings, and present information to ad hoc committees, task forces, commissions and the City Council.

SCOPE OF WORK

GENERAL EXPECTATIONS

The ideal consultant team would work collaboratively with staff and community stakeholders to synthesize the visioning information that has been gathered, conduct public meetings, draft a community plan, and present the plan at community meetings and commission and city council meetings. Specifically the City is looking for a consultant team with relevant experience and can:

- Effectively utilize technical expertise in areas relating to economic development, multi-modal transportation and urban design
- Work with a variety of community stakeholders and communicate ideas effectively in various forums
- Formulate realistic and creative solutions to address challenges in the project area
- Address challenges related to commercial/residential transition areas



- Appropriately integrate graphics/maps/infographics as part of a plan document

TASKS

1. ESTABLISH “COMMUNITY VISION” FOR SOUTHEAST AREA

Involves:

- Working with staff to synthesize previously gathered input to create draft “vision” and summary of input, and;
- Vetting draft vision with community members and stakeholders at a public meeting

Final product:

- A “vision” for the Southeast Area that has been vetted by the community and can be integrated into the community plan.

2. DRAFT COMMUNITY PLAN

Involves:

- Creating outline of community plan and work plan for effort;
- Identifying existing barriers to goals and vision;
- Drafting graphics, maps and images for plan document;
- Identifying opportunities in the area, and;
- Formulating implementation actions and timelines for completion of actions.

This task will also involve presentation of the draft plan at the Planning Commission and at a community meeting. These presentations should include discussion of a variety of implementation options and “tools” that can be integrated into the final plan including the fiscal implications of making recommended changes. Implementation tools will include recommendations on changes to development standards and draft language for any recommended changes to the City’s current zoning requirements.

Final product:

- A draft community plan document and implementation matrix document including actionable items (such as recommended language for any land use regulation changes)

3. FINAL COMMUNITY PLAN

Involves:

- Incorporating public comments received at the “community visioning” and “draft community plan” meetings into the plan document, and;
- Working with staff to create a final community plan to present to commissions and the city council for adoption.

Final Product:

- Finalized, adopted Southeast Community Plan document.



BILLING METHOD

Billing method will be based on the completion of milestones and is not to exceed \$165,000. Additional work may be completed in addition to the work scope on a time plus materials basis.

TIMELINE

The project will be managed by the Current and Advanced Planning Team in the Beverly Hills Community Development Department. Staff from additional departments will also provide input throughout the process. The City anticipates a twelve month timeline for the planning process with work commencing in Spring 2017.

SUBMISSION AND EVALUATION

SPECIFICATIONS FOR SUBMITTAL

Respondents shall provide their understanding of the project, identify proposed team members, and explain the responsibilities of each team member, including who will be the key staff person that will be responsible for general project management. Proposals should include sufficient detail to allow a thorough evaluation and comparative analysis of all members on the team.

For every member of the proposed team that is to work on the project, including any sub-consultants or other experts that that the team proposes to engage for the project, provide a statement of qualifications including, at a minimum, the following information organized into sections:

1. Format
 - Please submit one cover letter and eight copies of the submittal packet formatted to standard letter-sized paper.
2. Work Proposal
 - Provide a detailed proposal for completing each phase of the work as described to include the following:
 - Synopsis of the project based on the description and your companies experience working on specific plans, community plans or area plans, with the City of Beverly Hills or other cities in the Greater Los Angeles Westside region.
 - Detailed step-by-step break down of tasks with responsible person, anticipated time to complete, cost estimates, and deliverables
 - Provide a flow chart depicting milestones, community meetings, commission hearings, and city council hearings.
 - Identify focus of each meeting, personnel who will be in attendance, and expected cost
 - For Part 1 - Propose an approach to conducting a community meeting that will provide the community with a summary of the visioning efforts that have taken part over the last year.
 - List and description of all final products



3. Project Team

- Indicate whether the project team is a group of individuals or a firm of firm(s).
- Identify the key staff person responsible for general project management
- All project team member names, resumes and professional titles including all professional credentials and degrees, names and addresses of institutions that granted the credentials and degrees and dates they were granted.
- Describe the specific responsibility each team member will have to the project
- Describe current workload of each team member
- If respondent is a firm, describe how the firm is organized and how resources will be utilized for this project.

4. Experience on Similar Work

- Detail previous experience updating, amending or creating specific plans, community plans, or area plans or similar activities
- Indicate how the team's experience relates to the Project Description

5. Public Outreach

- Detail previous experience working with the public, commissioners and decision-makers. Describe examples of public outreach efforts used in past projects.

6. Work Product Examples

- Include as an appendix, relevant examples of completed work products for each member of the consultant team and all sub-consultants or other experts that the team intends to engage on this project. Work samples will be returned if requested.

7. References

- List five public sector clients including three of the most recent and relevant and with whom similar, comparable services have been performed. Provide name, mailing address, and telephone number of the principal contact. Provide a brief description of the service provided and the dates of the work provided.

8. Fee Schedule

- Please submit a schedule showing hourly billing rates for all members of the team.

Please Note: Any substitution of key personnel during the project shall require the prior approval of the City and submittal of the above information for the proposed new team members for City review.

EVALUATION PROCESS AND CRITERIA

The City's review process will emphasize the following criteria:

- A. Demonstrated understanding and ability to complete the project;
- B. Background and experience of the project team, including individual team members and sub-consultants assigned to various tasks;
- C. Proven track record for completing similar projects on time and within budget.



Released: _____, 2017
Due: 5:30pm, _____, 2017

Submittals will be evaluated by a review panel consisting of City staff. The City will provide the answers to any questions submitted by an interested party after the release of the RFP to all parties that have indicated interest in the RFP. After the closing date, the City will hold oral interviews and select a firm; after which a negotiated contract will be presented to the City Council for approval. Work will commence as soon as the contract is approved.

Submit Proposals to:
CITY OF BEVERLY HILLS
CITY CLERK
455 N. Rexford Drive
Beverly Hills, CA 90210

Submit Questions to:
TIMOTHEA TWAY, AICP, SENIOR
PLANNER
ttway@beverlyhills.org
(310) 285-1122

**LATE OR INCOMPLETE SUBMITTALS
WILL NOT BE ACCEPTED.**

DRAFT